January, 1920

Electrical Merchandising

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Electrical Merchandising

The Monthly Magazine of the Electrical Trade

O. H. CALDWELL, Editor

CONTENTS—JANUARY, 1920

Vice-President

F. M. FEIKER

Frederick M. Feiker, editorial director of *Electrical World* and *Electrical Merchandising*, has been elected vice-president of the McGraw-Hill Company, and chairman of the Board of Editors of its eleven journals.

Mr. Feiker joined the McGraw organization five years ago as editor of the *Electrical World*, coming from Chicago, where he was chairman of the editorial board of *System* and *Factory* magazines.

The new vice-president of the McGraw-Hill Company was born at Northampton, Mass., in 1881, and was graduated from the electrical-engineering school of Worcester (Mass.) Polytechnic Institute in 1904. After special research work in high-tension transmission with Prof. H. B. Smith, he served as technical journalist with the General Electric Company at Schenectady, N. Y., from 1906 to 1907. In the latter year he went with *System* magazine at Chicago, shortly afterward developing the idea of *Factory* magazine, of which he became managing editor. In 1912 he was appointed chairman of the editorial board of all the A. W. Shaw publications.

Although an engineer by training, Mr. Feiker on returning to the editorial field as editor of the *Electrical World* in 1915, quickly sensed the pressing character of the *commercial* problems to be solved by the electrical industry. With characteristic vision and insight he pointed out that *the greatest development of the manufacturing and central station groups could come only with the establishment of sound business principles and harmonious relations in the trade and distributing branches.* Other men in the McGraw organization had felt the need for a commercial electrical paper, among them W. H. Onken, Jr., and Earl E. Whitehorne. Frank B. Rae, Jr., was at the time publishing *Electrical Merchandise*, covering commercial aspects of central station work. Mr. Feiker co-ordinated these various conceptions in the field by developing what he called a "functional" paper on selling that would supplement and extend the service of the *Electrical World* to the industry. Mr. Rae's paper was acquired, and the new and broadened *Electrical Merchandising* was launched by the McGraw company in July, 1916. The instant acceptance and rapid growth of *Electrical Merchandising* into its present influential position in the electrical trade and industry is testimony to the editorial and publishing genius of this young man of thirty-nine, who has just been made vice-president of the largest technical publishing company in the world. For Feiker is a constructive thinker and dreamer, with a vision and insight into men and conditions, and a resourcefulness of common-sense ideas that continually amaze even his associates who know him best. In 1915 and 1916, for instance, in *Electrical World* and *Electrical Merchandising*, he drove home editorially time and again, the fundamental ideas of reforms needed in the distribution of electrical goods—reforms which are now sweeping the electrical industry from coast to coast with the aid of other leaders in electrical thought who entered the national field a couple of years later. In 1912 he delivered at Harvard a series of lectures on industrial organization that attracted wide attention. And many groups in the electrical industry, including the electric vehicle section of the National Electric Light Association, the Illuminating Engineering Society, the Society for Electrical Development, the National Association of Electrical Contractors and Dealers, have had evidence of the sound judgment and straightforward thinking of Fred. M. Feiker in grappling with and solving situations, and in adapting existing means to new and enlarged fields of usefulness.

—O. H. C.

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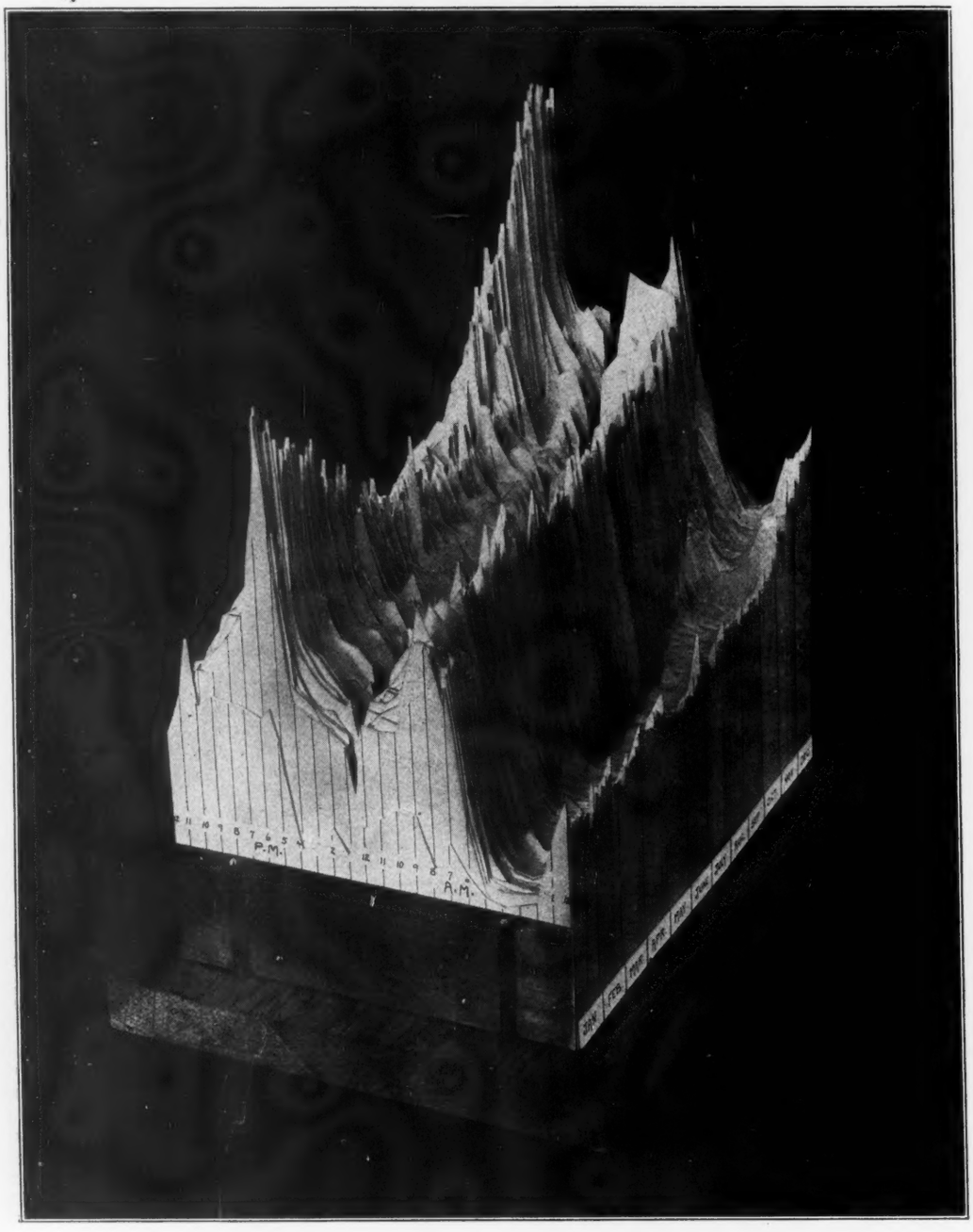


Peak Loads—and Valleys!

Here are the peaks and valleys of the daily-yearly "load map" of an electric light and power company.

Most electrical men are familiar with the daily load curve of the average electric lighting plant, with its morning motor load from 8:30 to 12 noon; then the sharp drop-off as factories shut down for the lunch hour; then the afternoon motor load, and finally the rapid rise of the evening peak load as lights everywhere are switched on. Such a load curve for a January day is shown facing the reader.

But this picture also shows the result of preparing 365 such load curves, *one for each day in the year*, and clamping them together in the proper order, so that there is seen at a glance the variation, during the year, of the load for each hour of the day. Note, for example, how the evening peaks drop off during the summer months, rising rapidly again toward December! See how the day load of motor demand continues almost uniform throughout the year! And observe the effect of dark mornings in filling up the 6 a. m. valley from October on!

A daily-annual load curve like this is worth the careful study of any electrical man—whether in the utility, manufacturing, jobbing or retail branches of the industry. For those towering high peaks are the loads that cost excessively, and this cost is shared, in one way or another, by all of us. The lighting company must have full equipment to carry those peak loads. And the rest of the time much of that machinery is idle. In the lighting company business it is this cost of being ready—"readiness to serve"—that is the principal expense.

Whenever possible, then, let's sell those appliances that will help fill up the day-time valleys, the noon slump, and the summer let-down?

For the more nearly we are able to fill up these valleys to the level of the peaks, the more nearly will the lighting company's generators and lines be continuously loaded, and the lower it will be possible to make the rates for all kinds of electric service!

Electrical Merchandising

The Monthly Magazine of the Electrical Trade

With which is incorporated ELECTRICAL MERCHANDISE

Vol. 23 January, 1920 Number 1

"One Hundred Per Cent!"

"THAT fellow's one hundred per cent! He's dead in earnest. He has a plan and a purpose. And he hews to it every working minute. One hundred per centers like that boy don't have to worry about succeeding," said a successful retired business man the other day. "Successes swarm upon them like kids to Sunday School at Christmas time!"

One hundred per cent!

Did you on Jan. 1 take an inventory of your own personal efficiency, as well as of your stock of merchandise, and did you measure for yourself just how you stack up in this matter of being a 100 per center in purpose and performance?

Of course, whether any man is a 100 per center or not can't be measured alone by his own personal yardstick. Performance means service, and the other fellow is the chap to judge whether you are doing a real 100 per cent job, or sliding through with a rating of 70 or 50 per cent, or even as low as 30 per cent.

The electrical dealer, for instance, can tell pretty well whether the lighting company manager in his town is co-operating 100 per cent in his efforts to encourage the sale, at a profit, of all possible appliances—by whomever sold. The central station man can quickly determine which of its local contractor-dealers are rendering 100 per cent merchandising service. And the public comes to recognize 100 per cent service whether it finds it in a courteous, efficient salesman in a well-appointed store, or in a never-failing supply of magic kilowatts, available everywhere at lowest consistent cost.

The contractor has an opportunity to do a 100 per cent job every time he wires a house and puts in all the outlets, switches, and devices the customer ought to have. The jobber approaches a 100 per cent rating when he develops his retailers into better merchants and multiplies his own efficiency by that of a hundred others.

The salesman rings up 100 per cent when he puts intelligent service to the customer ahead of the mere making of a sale. And the manufacturer rates 100 per cent when he produces the best possible device for its purpose, and then proceeds to market it to reach 100 per cent of those who need it.

To every man in his own line there is the goal of 100 per cent of purpose and efficiency. Winning it is merely a matter of seeing the job to be done, setting the mark, and then eternally and unremittingly going after—

One hundred per cent.

The Record of Three Years' Tremendous Accomplishment, and

The Goodwin Plan in 1920

How the Philosophy of "Co-operative Competition" Is Bringing New Harmony and Constructive Effort Into the Trade Relations of Central Stations, Electrical Manufacturers, Jobbers, and Contractor-Dealers in Serving the Public

By O. H. CALDWELL
Editor "Electrical Merchandising"

ANY man who moves about in the electrical trade and industry these days must be impressed with the present tremendous merchandising activity and with the new spirit of friendly co-operation and constructive commercial purpose which is everywhere evident—from coast to coast, and from the Gulf of Mexico up to and throughout the Dominion of Canada.

New retail electrical stores are being opened, actually by thousands. Electrical merchandise is being sold in unprecedented volume. Lighting companies are showing friendly consideration for the merchandising efforts of their contractor-dealer allies and appreciation of this help as load-builders. Jobbers and retailers are studying each other's problems, and co-operating with mutual profit. Manufacturers are recognizing and helping with the marketing problems involved in supplying the tremendous retail demand for electrical devices and supplies. And the public is being provided, economically and adequately, with our indispensable electrical merchandise which saves labor, increases production, and helps reduce the high cost of living.

Of course, to bring about the tremendous trade reforms and commercial accomplishments so marked within the past two or three years, many forces have been at work, and in the past many earnest thinkers in the industry have attacked these very trade ills for which remedies are now being found and applied.

"What It Means to You"

Electrical Merchandising itself was established three and a half years ago, as mentioned on a preceding page, to emphasize the need for better retail distribution and to do a necessary work in spreading information that would bring better retail selling methods. And even before *Merchandising's* appearance, the board of directors of the Society for Electrical Development had been planned as a joint forum and meeting place for manufacturers, jobbers, contractors and central stations to popularize electricity and treat with the joint problems of the various groups.

June, 1917, however, saw the entry of a vigorous and effective new factor into the national arena of trade-practice reform, with the publication in *Electrical Merchandising* of that date of an article under the following title:

> **Lining Up the Industry on the Basis of What It Means to You.**
>
> **How Better Business for Contractor, Dealer, Jobber and Manufacturer Results from Real Co-operation of All Interests, Possible Under a Scientific System of Merchandising and Distribution.**
>
> **Evidence that the Trade, Given a Chance, Can Mould Public Opinion Toward the Central Station.**
>
> **And a Pacific Coast Answer to the Question—Who Can Be the Electrical Merchant of the Future?**

In that article in *Electrical Merchandising* the story of trade co-operation and harmony on the Pacific Coast, as brought about by William L. Goodwin and other workers, was told nationally for the first time. And about the time of its publication, Goodwin himself commenced the remarkable series of addresses about the country, carrying the message of trade co-operation and scientific merchandising locally into hundreds of cities throughout the United States.

Having launched the Goodwin idea nationally, *Electrical Merchandising* has also earnestly indorsed and promoted the movement, and has contributed its own part by disseminating to 12,000 electrical readers, month after month, ideas and information along the same lines as Goodwin has preached to local audiences.

A Fighting Message—of Ideals and Opportunities

Begun originally as a war-time movement, to get the electrical industry thoroughly organized on an efficient war-time basis, the seeds of sound business thinking thus planted and stimulated all over the electrical industry by Goodwin, by *Electrical Merchandising* and by others, are today bearing fruit. The results now appearing represent, of course, the combined work and thought of many men, but there can be no doubt that Goodwin's own aggressive policy of carrying a fighting message of ideals and opportunities into local trade centers where discord reigned, as well as into "high places" in the industry—coupled with his unique personality with its power to inspire other men to constructive effort—has been the indispensable electric spark that kindled the present movement in many sections.

"Read the Planks Yourself—Is There Anything You Can't Agree With?"

Goodwin himself would be the last to assume personal credit for the tremendous results already accomplished. "I have nothing original," he has declared from the first in his addresses. "The doctrines I am preaching are only the collected best ideas of thinking men everywhere. The so-called Goodwin Plan is nothing new, but just plain common-sense applied to the electrical industry. Read the planks* for your-

* "The Twenty-five Planks of the Goodwin Plan" are reproduced on page 6. These Planks or principles first appeared in the July, 1918, issue of *Electrical Merchandising*, having been prepared for the purpose of stating simply and clearly the fundamentals of the plan. Since this first publication present Planks Nos. 16, 17, 18 and 25 have been added, as from time to time additional situations and conditions were uncovered, or suggested by various persons co-operating in the work.

self, and see if there is anything you can't agree with. Forget about Bill Goodwin, will you, and just look for yourself at the common-sense side of it."

In the vastly improved conditions and revolutionary changes that have come over the electrical industry these past two or three years, there is credit enough for every man who has had a hand in making conditions better. It will be interesting, therefore, to take a look into conditions as they now are, and to compare them with the situation of the same central stations, jobbers, manufacturers, and contractors in many communities two and three years ago.

Central Stations Have Benefited Most

OF ALL the trade groups within the electrical industry, the central stations have undoubtedly already gained most from this Goodwin movement, as indorsed and promoted by *Electrical Merchandising*—and it is these companies that have incomparably more to gain from it in the future. The central station's net gains so far however, are:

Thousands more appliances sold, and in use consuming off-peak energy,

Better satisfied customers, and more customers,

Reduced commercial costs, and

A more friendly public opinion toward the utility companies.

These are some of the important benefits conferred, accounting for the keen interest and desire to co-operate shown by those central station executives who have been permitted an opportunity to inform themselves about the plan and its purposes through meetings in their own communities.

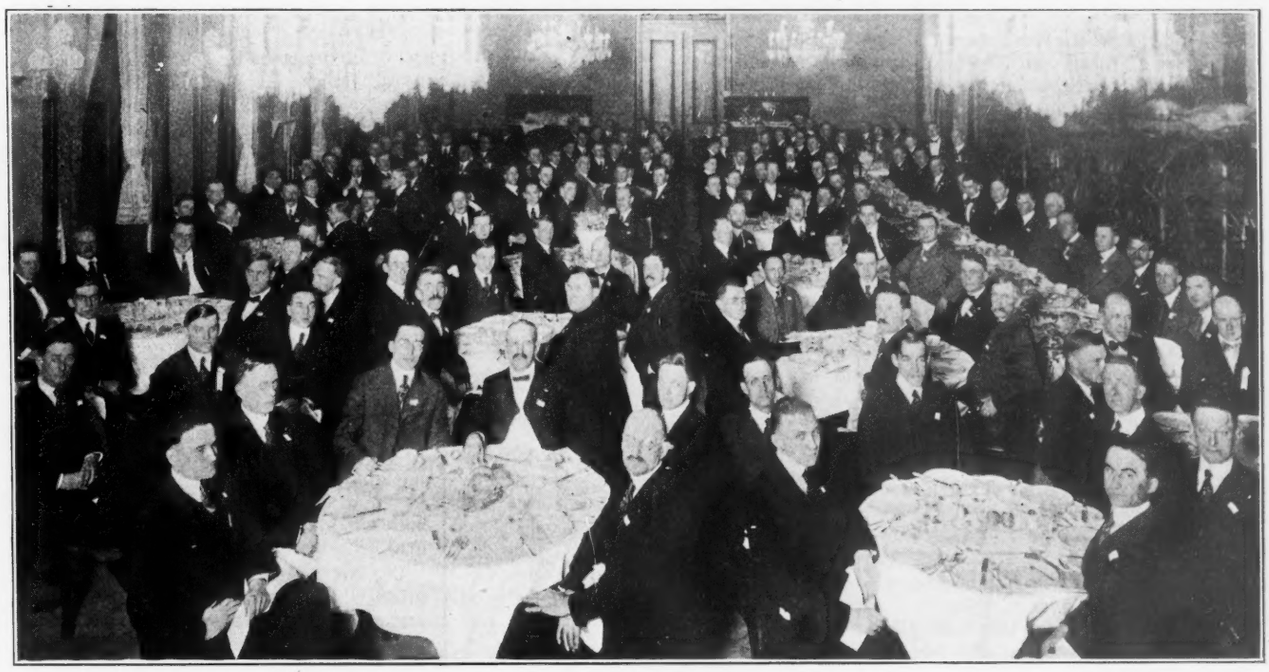
Early in the work there were misinterpretations in central station circles, and unfortunately the central station literature of the past two or three years has presented little about the Goodwin Plan to clear up these misunderstandings or to indicate the immeasurable benefits which the present movement is working for the privately-owned central station's commercial development, and for strengthening its position before its local public—if not prolonging its very existence as a private enterprise.

What the plan means to electrical development as a whole is perhaps best illustrated by the fact that whereas the use of electric service for the entire United States today averages annually only $7 per capita, a per capita consumption of $40 per annum is now a matter of record in California where Goodwin began his work of harmonizing the local trade and building it up, ten or twelve years ago.

Harmonious Local Electrical Trade Makes Favorable Public Opinion

Fair consideration by the central station of the merchandising interests of the local trade has resulted in a new attitude of the trade toward the utility company, which has been reflected in a more friendly *public opinion* toward the company. Today in such communities there are dozens and hundreds of local electrical men creating *good public opinion* toward the electric lighting company, *instead of bad* opinion as was once almost invariably the case. For, contractors, dealers, and other local electrical business men are great potential and actual forces in moulding public

(*Continued on page 7*)



"Co-operative Competition" at Washington, D. C.—Before and After!

This Goodwin meeting at Washington, D. C., is typical of the get-together gatherings that have been held in 200 cities during the last two years. Two years ago in Washington the manufacturers were selling direct, the jobbers were selling retail at wholesale prices, the contractor-dealers were cutting prices and hating each other, and the electric company was co-operating with no one.

In the face of such conditions, the first meeting attended by W. L. Goodwin and S. A. Chase brought out twenty-five contractors. A committee was appointed to call on the electric company, and explain the case of the retailers. "Certainly, gentlemen," was the friendly response, "but, do you know, this is the first time anyone has ever mentioned to us that our policies were reacting injuriously on your business. From this day, however, you can count on our co-operation." Similar co-operative effort lined up other local factors.

The picture shows the latest Goodwin meeting, that of Nov. 21, 1919, with more than 200 contractors, dealers, jobbers' representatives and central station men present, and with J. C. McLaughlin, commercial manager of the Potomac Electric Company of Washington, presiding as chairman. The dinner followed a big meeting held in the auditorium furnished by the central station company. The local jobbers rounded up all their dealer customers, even paying the expenses of those who came from neighboring towns.

The same healthy conditions that today obtain in Washington are now also evident in such cities as Buffalo, Rochester and Albany, N. Y., Metropolitan New York City; the cities of New Jersey; Baltimore; Memphis; St. Louis; Kansas City; Oklahoma City; Dallas and Houston, Tex.; Indianapolis; Columbus, Ohio; and many cities on the Pacific Coast.

The Twenty-five Planks of the Goodwin Plan

The Goodwin Plan Advocates:

1. Free and unobstructed flow of trade along the most economic channels, without attempt to arbitrarily direct it through fixed channels.

2. Open meetings of all trade associations, including meetings of executive committees.

3. The electrical press becoming an integral part of each division of the industry by honorary or associate membership. Unrestricted publicity should be given to the proceedings of all meetings.

4. That each trade division of the industry establish a code of practice outlining its methods, policies, etc., in dealing with other than divisions within the industry.

5. That each trade division of the industry prepare a code of ethics outlining its own functions, relations and responsibilities to each of the other divisions of the industry.

6. That proper accounting methods be applied in wholesale and retail merchandising, particularly if either function is a minor department of a company. The cost accounting of each department should be kept separately so as to carry its own overhead.

7. A strong and representative National Association of Electrical Contractors and Dealers, and urges all interests to lend immediate assistance to this end.

8. Recognition of the service functions of the contractor-dealer with a differential based upon the value of the service rendered.

9. Improvement in retail merchandising methods, better display and the encouragement of more retailers—hence more points of retail contact—by urging present contractors to open retail stores, thereby enlisting the support of central stations and jobbers, and offering a broader and larger outlet for manufacturers.

10. Encouraging the sale of high-grade electrical material, the establishment of high-class specialty retail shops, improved specifications in wiring installations; and the introduction and liberal use of convenience receptacles.

11. Application by retailers of intensive sales methods in connection with small devices and appliances used in the home, factory, office, etc. (such as washing machines, vacuum cleaners, dish washers, electric ranges, electric heaters, household heating devices, sewing machine motors, fans, lamps, portables, fixtures, vibrators, hair dryers, ice machines, etc.)

12. That all interests conducting retail departments operate them at a profit. The adoption of this policy on the part of central stations and jobbers will result in a large number of concerns entering the retail field.

13. That central stations conducting retail departments for the sale of lamps, appliances, devices, portables, etc., should operate them in accordance with the ethics of retailing, and with full regard to proper cost accounting and best economic methods.

14. The determining by jobbers through proper cost accounting, of the cost of warehousing and selling principal commodities so that each such commodity may carry its proper proportion of overhead based upon volume, selling expense, turnover, etc.

15. That the service function of the jobber be recognized in the distribution of supplies with a differential based upon the value of the service rendered.

16. Recognition of the value to the public and to the industry, of professional services in connection with engineering problems, and the formation of a national association by consulting engineers, so that they may co-operate effectively with the other divisions of the industry in defining the functions of the several divisions.

17. The continuance, so far as practical, of the work of the various war-service committees as relating to standardization, reduction or elimination of unnecessary types and styles of distributing materials and devices.

18. Standardization wherever practical of materials, devices, appliances and in particular, plugs and receptacles and similar devices used in homes and offices, or where handled by the general public.

19. Broader education of the public concerning the problems of the electrical industry, and concerning electricity, its use and the application of household devices.

20. The formation of a national lecture bureau, with state and local staffs. The function of the staff would be to carry on educational work within the industry and before public gatherings. Service to be gratuitous.

21. Recognition of the principle that any action taken by one division of the industry which affects another is seldom satisfactory unless each division affected is represented.

22. The appointment of committees by the various electric light associations, the Electrical Supply Jobbers' Associations, the National Association of Electrical Contractors and Dealers, the American Institute of Electrical Engineers, the Associated Manufacturers of Electrical Supplies, the Electric Power Club, and such other associations as may be interested, to meet together to study the problems of the industry and to co-operate in finding their solution.

23. Consolidating or reconstructing overlapping organizations. A committee comprising representatives from each association should be formed to study this question and submit a plan.

24. Eventually a single organization in the electrical industry, consisting of national, division, state and local sections, with national group sections for solution of problems affecting the several sections or groups of the industry.

25. An appreciation of the responsibility which rests upon every individual and group in the electrical industry to render to the public, in the fullest way, the great service which the electrical industry alone can perform in increasing production, reducing the high cost of living, and augmenting human efficiency and comfort. Here, we believe, is a supreme purpose which—like the winning of the war—should inspire the untiring effort and earnest co-operation of every electrical man everywhere, until the great "job" of electrifying all industry and all the processes of living is accomplished.

What Is the Goodwin Plan?

A campaign of education, conducted principally through trade papers, trade organizations and other channels, to co-ordinate the various interests in the electrical industry and to bring them together in harmonious action, so that there may be established retail distribution of electrical materials at fair prices to the consumer, and at a fair profit to all parties taking part in the transaction.

THE BASIS OF THE PLAN

The basis of the plan is:

First—That each individual owes a responsibility to the organization representing his branch of the industry.

Second—That the organization owes a similar responsibility to its members.

Third—That each organization representing each branch of the industry owes a responsibility to all other organizations in the industry, all to the end that all problems may be discussed, having in view the interest of all, thereby providing a basic plan for more adequately and efficiently serving the American public, resulting in an extension of the activities of our industry to the great undeveloped field before us.

AIMS AND RESULTS

To produce harmony and develop co-operation between electrical manufacturers, central stations, jobbers and contractor-dealers.

To produce greater efficiency in the distribution of manufactured products.

To increase the per capita consumption of electricity, apparatus, devices and supplies.

To establish high-class electrical stores.

To create a more favorable public opinion.

To inspire every man in the electrical industry—whatever his rank, job or title—with an appreciation of the opportunity now before us, and the responsibility upon every electrical man to help "put over" this great job of the electrification of households, shops, factories and transportation systems, thereby increasing, as is possible in no other way, production, human efficiency and comfort.

(*Continued from page 5*)

opinion—a fact often overlooked by utility managers cultivating such public favor.

Central stations which operate merchandising departments have, since the present movement has been under way, sold more appliances than ever before and will sell an increasing number in the future—for with so many other dealers also selling and advertising appliances, the central station's own sales department is bound to be benefited. Each appliance sold makes *more prospects* for appliances sales, and the advertising of any one dealer benefits every other store offering similar merchandise for sale.

Has Never Proposed Central Stations Give up Appliance Selling

Among some central station men, an impression was at one time current that the Goodwin Plan recommended central stations quitting appliance sales and going out of the merchandise business altogether. Nothing could have been further from the fact, for Goodwin has urged from the beginning *only that central stations which do a merchandise business should sell on a merchandising basis, with due regard to the costs and ethics of retailing.* That is, that a central station electric store should be operated with respect to overhead and profits just like any other retail store in business without the central station's backing.

In fact, the presence of a central station shop in a local trade situation, as he has often pointed out, actually helps to stimulate the appliance business locally among the other shops (if the company shop is operated on merchandising principles) and for this and other reasons is desirable in the retail field.

Most central stations have now stopped selling appliances "at cost" or giving them away. By collecting instead a fair merchandising profit they have transferred the cost of commercial department operation from among the operating expenses of the company, and have secured a substantial revenue to be added to central station income or devoted to local electrical advertising and promotion.

More Retail Stores, More Appliance Sold, More Energy Used

Furthermore, by observing the ethics of retailing and considering the interests of other dealers, they have won the friendly sympathy of local dealers, making for harmony in the local electrical family.

The increase in the number of stores selling appliances has contributed tremendously to central station current consumption, for every appliance sold, by whatever dealer, adds to the central station's revenue. And of course the more stores, the more appliances sold—and the more appliances in use, the more energy sold.

Many central station executives have taken an active interest in the local dealer activity accompanying this movement, they have themselves become active leaders of contractor-dealer associations, and have helped to strengthen local membership, and by this support have increased the usefulness of the association to their members.

In cities where lamps are now sold on a merchandising basis, the central station companies have saved thousands of dollars in distributing expense, while at the same time the customer gets his lamps from a nearby dealer more conveniently than ever before.

Today, instead of the central station being required to organize and conduct housewiring campaigns, this important activity is being handled by the contractors, thereby saving the central station much expense, time and trouble.

Changes in central station merchandising policy have enabled dealers to finance their own installment sales, relieving the central station of this burden.

Better public opinion has resulted in more local security buyers, with a resulting stabilized public opinion.

More Appliances on the Market

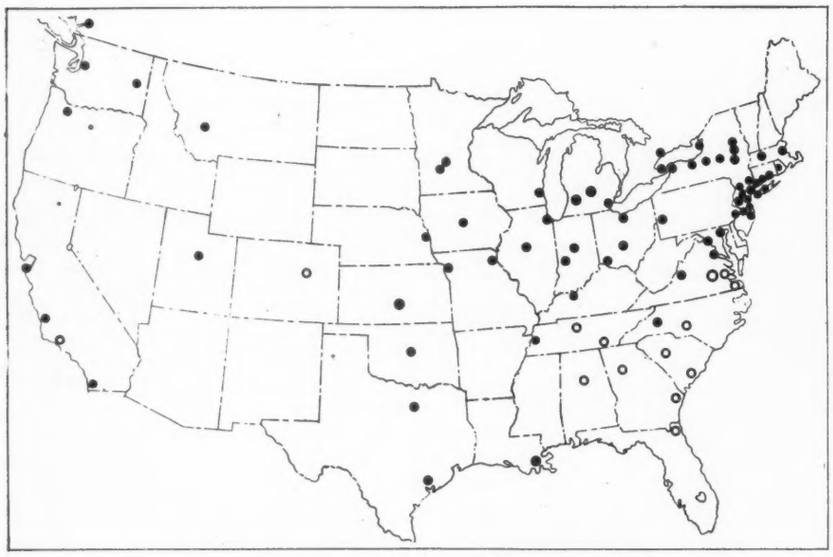
The present merchandising activity has aroused the interest of hundreds of manufacturers who could not get distribution through the central station alone. This has resulted in many new appliances and new lines of devices being put upon the local market.

The work toward standardization of plugs and outlets, one of the purposes of the plan, is putting more appliances in use, and into more frequent use, thus increasing off-peak energy consumption and improving the central station load-factor.

Jobbers are now carrying large local stocks from which central stations,

William L. Goodwin

Born San Francisco, Cal., July 24, 1876. Completed electrical courses Van der Naillen School of Engineering while working nights in San Francisco department of electricity. Passed examination for department superintendent with unequaled grade of 98.6 per cent. From 1901 to 1905 carried responsibilities of San Francisco office Western Electric Company. Resigned 1905 to organize jobbing business for himself. Just under way when wiped out in San Francisco's memorable "fire" of April 18, 1906, with heavy losses and indebtedness. With hard work, pulled through, and in 1909 consolidated his own and other businesses to form Pacific States Electric Company, San Francisco, branches Los Angeles and Oakland, and later Portland and Seattle. Meanwhile hammering away at his co-operative "ideas"—harmonizing and building up retail trade, contributing to tremendous development of electrical business on Pacific Coast. An organizer and leader by nature, he had back in 1900 organized the fruit growers of California, and in 1915 became interested in organizing moving-picture industry—himself owning four movie theaters in Frisco. Therefore in 1916, after eighteen years as an electrical jobber, resigned as vice-president and general manager of the Pacific States Electric Company (then doing about $4,000,000 business a year), bought a big farm and planned to enjoy retired life as "agriculturlist" and movie magnate—when invitation came to go East in January, 1917, and try his ideas on the whole electrical industry. For rest of Goodwin's personal history see accompanying article—and map!



WHERE GOODWIN MEETINGS HAVE BEEN HELD

The black spots on the map show towns and cities in which Goodwin has addressed meetings of electrical men during the last thirty months. The circles indicate cities for which Goodwin meetings are scheduled within the next three or four months, including a number of South Atlantic Seaboard and Southern cities in February and March and several Western cities like Denver and Los Angeles later. In some of the cities marked as already visited, from one to four different meetings have been held several months apart, as the local organization work developed. In New York City, at least 150 meetings have been addressed by Goodwin since coming East. The upper New England region—Maine, Vermont and New Hampshire—has already been surveyed by Goodwin, with the idea of planning for meetings there. Local electrical organizations in any part of the country desiring to get Mr. Goodwin and Mr. Chase to address their own meetings are invited to write to *Electrical Merchandising*, whose editors will be glad to confer with these gentlemen and arrange for local meetings, if possible. The visits of Mr. Goodwin and Mr. Chase are of course without expense to local electrical organizations, all costs being defrayed by their respective companies.

dealers and contractors can draw, thus saving these other groups the investment, and trouble of duplicate stocks.

Central stations have for years called for wider margins of profit on devices, and now with the help of the dealers have presented figures to the manufacturers, causing the manufacturers to revise their schedules, from which revision the central stations have benefited.

GETTING TOGETHER ON NEWSPAPER ADVERTISING

In many cities central stations have co-operated with local dealers in doing newspaper advertising, putting this powerful sales producing medium behind the retail appliance business, and increasing the effectiveness of the single efforts of either.

The merchandising keenness of dealers and jobbers as real merchants has reacted upon the manufacturers, resulting in more appliances being put onto the market.

Where contractors are receiving central station co-operation, a better class of wiring is going in, more outlets are installed, and better jobs generally are being done than where local leadership is not exerted by the central station.

Central stations in some sections of the country (as in California) are enthusiastically co-operating in educational campaigns to make better electrical merchants, and are contributing as much as one-half of the total expenses.

On the following pages the plan is reviewed in its aspects to the jobber, contractor-dealer and manufacturer. But each point registered under these headings in turn benefits the central station, for in any movement to better retail distribution of electrical goods, the central station itself is bound to be the chief beneficiary.

How the Jobbers Have Profited

UNDER the new conditions established in the industry the volume of goods handled by the jobber has been tremendously increased—spreading and therefore decreasing, on the one hand, the jobber's percentage of overhead, and on the other increasing his net earnings.

The position of the jobber with the manufacturer has been greatly strengthened, rendering the jobber's present place in the industry as the most economical distributer of electrical goods, more commanding than ever before.

Many new members have joined the Electrical Supply Jobbers' Association, strengthening the association and making better association members of these jobbers already in the organization.

THE JOBBER AS THE MOST ECONOMICAL DISTRIBUTER

The function of the jobber in the work of distributing electrical material and merchandise has been so clearly brought before contractors, dealers and manufacturers that the members of these groups now have an appreciative understanding of the definite service rendered by the jobber and why he should receive a jobber's compensation.

Jobbers everywhere have benefited from the increasing tendency of contractor-dealers to buy locally, instead of buying from houses outside their own territory, who give no service.

Jobbers all over the country report an improved credit situation on the part of their contractor-dealer customers. Three years ago the contractor-dealer was generally an unfavorable credit risk, today the contractor-dealer's credit rating is generally "good," and in many cases is classed as "high."

Hundreds of new retail merchants and contractor-dealers have come into the industry, and these all become customers of the jobbers. For the last four months *Electrical Merchandising* has listed one hundred or more new stores each month. Assuming that only one-third of all the new stores opened are reported, it is a conservative estimate that 3500 new retail outlets a year are now coming into the industry.

Electrical jobbers are now handling and distributing the products of a number of the manufacturers who formerly marketed their products direct to retailers.

JOBBERS HAVE ADOPTED PUBLICITY AND OPEN MEETINGS

The Jobbers' Association has been shown the advantages of publicity and, for the past year, has conducted an advertising campaign telling frankly before the electrical trade its story of the jobber's service as an indispensable economic factor.

Not only are the jobbers advertising collectively as an association, but a great stimulus has been given to advertising and publicity work by individual jobbers. Many of these wholesale houses all over the country have begun aggressive campaigns, both directed at their own present customers and to make new retailer customers.

For the benefit of their retailers many

A CO-OPERATIVE MEETING OF CANADIAN ELECTRICAL MEN AT VANCOUVER, B. C.

Electrical men of the Canadian Northwest turn out to greet Messrs. Chase and Goodwin at Vancouver, British Columbia, during the swing of these indefatigable travellers around the rim of the nation (and beyond) last spring. Representatives from all branches of the electrical industry—Central station men, contractors, dealers, jobbers and manufacturers' representatives—took part in the two-day meeting at the Hotel Vancouver, Vancouver, which was held May 26 and 27 of last year. A number of leading utility men of British Columbia made address at this meeting and read papers.

jobbers have also inserted advertisements in local newspapers, advertising the names and addresses of their local retail customers.

A number of jobbers have given up the retail ends of their businesses which they formerly thought profitable, but which upon investigation and analysis they found to be a source of expense—in this way securing an increase in their net earnings.

The Jobbers' Association has thrown open its own national meetings enabling manufacturers, contractor-dealers and the trade press to be present and to gain more comprehensive ideas of the jobbers' own problems. As a result the contractor has obtained a comprehensive knowledge of the jobbers' problems and is more sympathetic. Manufacturers who were indifferent are now seeking those jobbers as distributers. The electrical press has been able to tell the whole story of the jobbers' activities and to expound their virtues.

JOBBERS HELPING WITH CONTRACTORS' PROBLEMS

The jobbers are also attending local meetings of contractor associations and themselves learning more of the problems of the contractor-dealer and the reasons why many contractors were "poor credits" in the past.

The jobbers are acquiring a sympathetic and friendly relationship with their contractor-dealers and are learning to appreciate the good men and sound business thinkers engaged in this retail branch of the electrical field.

The jobbers have carried out studies and investigations which have shown them the cost of handling various commodities, and are now applying the proper percentage to each class of commodity instead of lumping all together, in this way also increasing their net earnings.

E. S. J. A. DEFINES POLICIES

The Jobbers' Association has come out with a definition of its policy which has resulted in increasing the stability of its own organization and of the business of its jobber members.

The Jobbers' Association has also passed a resolution by which the association is to make a declaration, putting itself on record that any member running a joint wholesale and other business (such as a retail business, contractor-dealer business, manufacturing business, or central station business) should make a physical separation of those departments of his business not included with the wholesale or jobbing function.

A scientific basis for split compensation of jobbers and retailers has been developed, by which individuals in either group can be compensated proportionally for the specific services they render—as for instance, such as warehousing, advertising, sales promotion, collections, etc.

The jobber's salesman has been elevated from the level of an "order taker" to that of a man with a broad knowledge of merchandising. The jobber's salesman has been encouraged to help the contractor-dealer by showing him better sales methods and by showing him the way to building a bigger and better business.

Some jobbers today are instructing their salesmen how to teach their dealer customers first of all how to sell, and not themselves to worry about getting orders. The practical result of this policy has been that individual retailers are selling more goods than ever before, and the orders are coming in by mail to these jobbers in larger volumes than was ever possible under the old practice of order-chasing.

JOBBER'S BUSINESS WITH CONTRACTOR-DEALERS SHOWS REMARKABLE INCREASE

The jobbers are finding after all that the much-mooted question of "industrial business" has not proved important—for, as jobber after jobber testified at the Cleveland meeting in November, 1919: Three years ago the business of the average jobber was 75 per cent industrial and 25 per cent contractor-dealer. Today the actual volume of industrial business has continued unchanged or has increased, but now it constitutes only 25 per cent of the business done by these same jobbers, the other 75 per cent being made up of contractor-dealer business, owing to the remarkable increase in contractor-dealer purchases.

What the Goodwin Plan Has Accomplished for the Contractor-Dealer

UNDER the stimulus of the Goodwin Plan the contractor-dealer has seen the unethical merchandising competition by central stations and jobbers practically disappear from the industry, except in a few isolated cases—leaving the contractor-dealer a fair and expanding field in which to sell his merchandise, meet his overhead and earn a profit.

Under the new conditions the contractor has for the first time been able to establish his real position in the electrical industry, as the indispensable installer of wiring and equipment and as the logical retail dealer in electrical merchandise.

Hundreds of contractors have been encouraged to open new retail stores. Indications are that from 3000 to 4000 of these new retail establishments are now coming into the electrical industry each year. And time and time again it has been shown that each new store produces new and increased business for the existing stores.

Electrical contractor and dealers today are able to render the kind of service which the electrical industry exacts of them, and in consequence they enjoy for the first time a fitting compensation for their service rendered.

CONTRACTOR-DEALER ORGANIZATIONS STRENGTHENED

Contractor-dealer organizations, local and national, have been strengthened all over the country and are today operating actively, developing ideas for better business among their members and elevating the business standards of the retail electrical trade. Throughout these contractor organizations there is always a constructive note, and there is evident to everyone a desire on the part of the contractor-dealer to take his proper place in the procession of progress.

Hundreds of existing older stores have been brought up to date, new fronts have been installed, new furniture, new fittings and new showcases purchased and new show windows provided. And after having these improvements made, such stores show the results in new customers secured and in new business attracted and created.

A large number of these new stores are operated by men who were hitherto doing purely an electrical contracting or wiring business. These former contractors are now rounding out their facilities and are today equipped to render a full wiring and merchandising service as contractor-dealers. Many have begun to employ house-to-house salesmen and to do more intensive selling.

Contractor-dealers have been encouraged to buy a better quality of merchandise, to stock "style merchandise," to increase the number of their lines, and to add auxiliary electrical lines, such as wireless equipment, electrical accessories for automobiles, etc.

Thousands of contractor-dealers and electrical merchants are today doing local newspaper advertising and profiting richly on the large volume of new business created by this local publicity.

What "Co-operative Competition" Means to the Central Station

"We are doing in Texas a $180,000 business in appliance sales. With co-operative competition, we could sell $600,000 worth. We are strong for co-operative competition. We are in the business for a profit to the central station, and we want all others in with us."—Hartwell Jalonick, commercial manager, Texas Power & Light Company, addressing a Goodwin meeting at Oklahoma City, Dec. 9.

In many cases jobbers are co-operating in this and running group advertisements for their customers with the name and address of each.

Dealers are getting the help of the manufacturers, who are producing and providing wonderful sales helps, dealer booklets, window displays, motion-picture films, lantern slides, folders, leaflets and other aids to educate the dealer's customers and help him sell goods.

SALE OF MERCHANDISE HAS A "GOOD-WILL" VALUE

Since opening electrical retail shops many electrical contractor-dealers have found that their merchandising business has *"a good-will value"* which electrical contracting has not. Whereas contracting is done on a basis of competitive bids on price, customers come back to the store which gave them good service and good merchandise. This good-will value of the merchandising end of their business tends to stabilize the individual business man in the community.

Contractor-dealers have been encouraged to go after and accept business on the "time-and-material" basis instead of on the competitive bidding plan with its disastrous consequences when somebody bids lower than cost, material or labor prices change, or some other unforeseen condition occurs. Now in many places "time-and-material" work is the rule rather than the exception.

Contractors have been shown the desirability of making complete installations, with adequate convenience outlets, switches, fixtures, etc.

Contractor-dealers have been shown that "the profit is not made in buying but rather at the time of the sale of goods," and today instead of buying cheap equipment and supplies on price considerations alone, they are stocking a good quality of material with confidence that they will be able to sell at a price that assures a fair profit on the sale.

Hundreds of contractor-dealers have installed standard accounting systems, cost-keeping methods, and regular inventories of stock so that they know exactly the status of their businesses at any time.

CONTRACTOR-DEALERS HAVE BECOME BETTER BUSINESS MEN

Fewer business failures were reported among contractor-dealers the past year than ever before, and contractor-dealers everywhere are becoming better credit risks on the books of the manufacturers, jobbers and other business houses.

Today when a retail firm shows signs of "trouble," the jobber's credit man is not disposed to arbitrarily shut off his customer's credit, embarrassing him further and driving him nearer disaster. Instead, the present enlightened attitude is to have an experienced credit manager or sales manager take frank council with the customer, study his problems, help operate the business if necessary, and so bring it through the storm, preserving it intact for future successful operation.

Already in 800 cities the profitable incandescent lamp business has been turned over to local contractor-dealers, as the central stations have become convinced of the desirability of putting lamps on a merchandising basis. With this lamp business as a nucleus, new retail appliance shops have sprung up and prospered in many cities.

Contractor-dealers are benefiting from the helpful attitude of many electrical

jobbers, who have instructed their salesmen to help their contractor customers to become better business men, to display their merchandise attractively, to equip and maintain their stores in keeping with the best retail practice, to run a good set of accounts. In other words, the jobber's salesman today is encouraged to be a merchandising instructor rather than an order-taker. As a result the contractor dealers are doing more business and the salesmen are getting bigger orders than ever before.

A recent investigation made to find out where a number of industrial plants go for advice in installing factory lighting and purchasing lamps, showed that by far the largest percentage of this business was handled by contractor-dealers.

In short, electrical contractor-dealers today are doing a larger business and a more successful business than ever before, and in their problems as business men handling the important retail distribution of merchandise and supplies, they are for the first time getting the sympathetic understanding and appreciation of the other groups in the industry—jobbers, manufacturers and central stations.

Manufacturers Have Profited in Volume and Distribution

THE manufacturer of electrical merchandise and supplies has seen the demand for his products swell to almost undreamt of volumes, as the number of retail stores selling electrical goods to the public has multiplied, and as the merchandising activity of existing stores has increased and intensified.

For the manufacturer the result of the new merchandising impulse in the electrical industry has also been to establish *permanent electrical channels of distribution for electrical goods*, removing any uncertainty of electrical merchandise distribution in the future.

Production Problems Simplified

Electrical manufacturers today can more nearly predict their quotas. For by obtaining definite commitments from jobbers, the manufacturer is able to plan his production in advance, and to arrange his processes of manufacture in the most efficient way.

Manufacturers have been able to tap new territories for, with the establishment of hundreds of new retail outlets in communities never before reached by the electrical trade, electrical products are now finding an ever widening and increasing public.

Manufacturers have been encouraged to produce a higher quality of merchandise than ever before, for discriminating purchasers are demanding quality goods.

As a direct result of the merchandising movement, electrical merchandise today is being better packed—resulting in a reduction of claims for damages and errors, with all their incidental losses to the manufacturer.

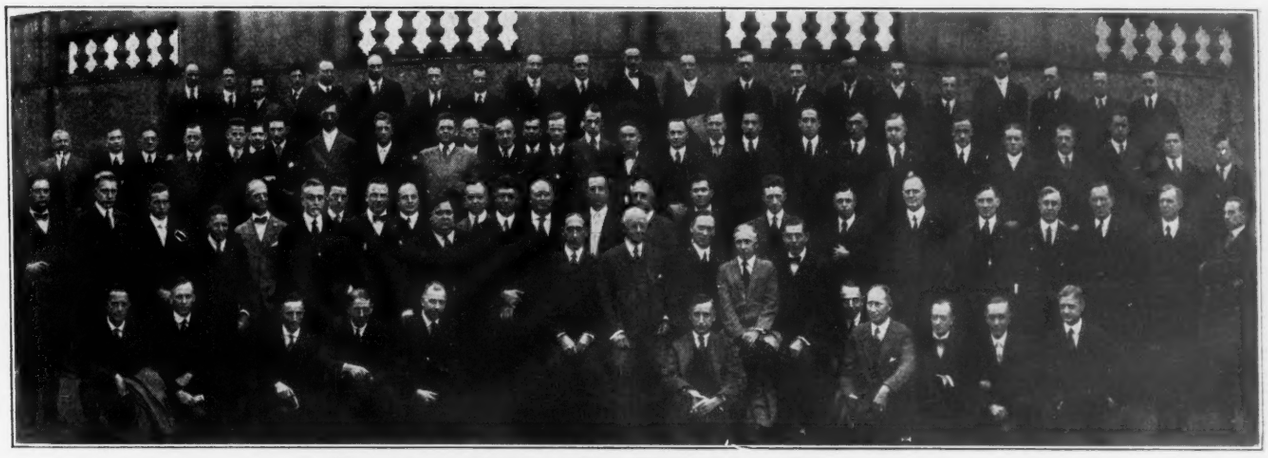
The present better credit and collection conditions in the electrical trade are reflected in better credit and collection conditions for the manufacturers all along the line.

Distribution through Electrically-Intelligent Channels

Electrical manufacturers today are able to sell electrical products through electrical men, who can explain their operation and use in an intelligent manner, see to it that the man who buys the device has explained to him its proper care and treatment, and, if it gets out of order, have it properly repaired and restored to service.

Manufacturers have also come to better understand the problems of both jobber and contractor-dealer, and their requirements as to quality and nature of product, methods of promotion and the proper discount schedules.

The public today is being informed regarding the labor-saving and convenience values of electrical appliances, by the sales efforts and individual publicity of thousands of retailers and wholesalers, in this way further stimulating the demand for the manufacturer's goods. It is undoubtedly this educational publicity, coupled with the rapid increase in the number and effectiveness of retail outlets, that has contributed to the present tremendously expanded condition of the electrical appliance market in which the manufacturers have been virtually swamped. Manufacturers today are also coming to appreciate better the magnitude of the appliance and merchandising end of the electrical business, and to realize that there is tremendous business in the field of electrical appliances and labor-saving devices—business which exists in unlimited quantities.



CONTRACTOR-DEALERS GET TOGETHER AT INDIANAPOLIS

Many workers have helped to bring about the present awakening in the electrical trade. But certainly the indispensable spark which kindled the co-operative purpose in many communities has been the aggressive policy of Messrs. Goodwin and Chase in carrying directly into local groups their message of trade ideals and opportunities. The picture shows those in attendance at the Indianapolis, Ind., meeting of Oct. 16 and 17, 1919, including G. M. Sanborn, chairman of the central division, and Walter H. Morton, general manager of the National Association of Electrical Contractors and Dealers.

The Public Is Better and More Economically Served

THE public has benefited immeasurably and in many ways from the improved distribution of electrical appliances made possible by the Goodwin Plan and the trade movement promoted in the columns of *Electrical Merchandising*.

Labor-saving appliances have been put into service in millions of households—replacing domestic servants now almost impossible to get, effecting economies in the cost of living, and contributing immeasurably to the thrift, health and leisure of homes and communities all over the country.

As a result American homes generally are today better equipped electrically than ever before, more tastefully and more effectively lighted, and provided with more labor-saving devices and convenience outlets from which to operate them.

The increased volume of appliance sales has resulted in many economies of manufacture and distribution, making possible lower prices to the public than would have been possible with former restricted outputs and with individual effort.

Coupled with this present mass-production, the establishment of regular trade channels for distributing electrical merchandise from manufacturer, through jobber, to the retailer, has acted to stabilize the business and keep prices at a minimum.

Many Shops Make Electrical Goods Handy to Buy

Electric appliances today have been made easier for the public to buy. The customer no longer has to hunt or to go out of his way to find an electric shop. Thousands of these new stores are now ready to serve him with complete stocks of electrical goods, electrical conveniences and electrical labor-saving appliances.

Customers of those central stations which have gone on a merchandising basis, are no longer taxed in their electricity rates to help pay for expensive "commercial departments" organized to get "current-consuming devices"(!) onto customer's lines. In companies that are on a merchandising basis, each sale pays its own way.

Lighting customers are not required to pay for lamps they do not use—as they were on the so-called "free-renewal" plan where the cost of lamps and renewals was actually added in on the customer's bill as a kilowatt-hour charge Eight hundred companies have replaced the fallacious "lamp-renewal" plan with lamp sales on a merchandising basis, and in those cities lamps can be conveniently purchased in any electric shop.

Newspaper and Magazine Articles Educate Public

Articles in the daily papers and the general and household magazines, and newspaper advertising by manufacturers, jobbers and dealers which have followed the present merchandising activity in the trade, have educated thousands of the public to understand and use labor-saving appliances for the first time.

With more appliances sold and more in daily use, more off-peak load is being produced for the central station, improving its load factor and eventually making for lower rates for electric service.

Contractors have been urged and shown the possibilities of providing "100 per cent installations" for their customers, installing outlets for every possible appliance need, locating lighting fixtures for best results, placing switches for greatest convenience, and otherwise equipping the customer to get the best possible service from his electrical investment and from electricity.

Looking Ahead in the Electrical Industry

SO MUCH for the big things that have already been accomplished in improving conditions in the electrical trade and industry.

"What work do you still see ahead," Mr. Goodwin was asked the other day. "What reforms and developments still remain to be carried out and completed, in your estimation, before the present possibilities of the electrical industry will be fulfilled?"

And here are some of the jobs the author of the Goodwin Plan looks forward to helping get accomplished, as he sees the future of this romantic industry of ours.

1. *Popularize Electricity.* Educate the American public so thoroughly that every man and woman will come to understand electricity and electrical devices as they do the operation of a gas stove or a garden hose. Make electricity an understandable thing by educating the public through newspaper and magazine articles, newspaper advertisements, moving pictures, lectures and every other medium. Get every electrical concern to set aside a percentage of its gross sales for popular advertising and educating the public electrically.

2. *Popularize popular investment in electrical securities*—in meeting the financial requirements of electric light and other electric utility companies, and electrical manufacturers. The electrical industry is today calling for millions of fresh capital to carry out its expansion, and much of this should come from individual small investors. Such investments in utility companies will and must serve to greatly strengthen the position of such companies with their own publics.

3. *Form a committee of "financial surveyors" in the electrical industry,* which will be able to give to the investing public authoritative reports of audits and information concerning electrical investments in utility, manufacturing and other companies; to point out the investment possibilities in the expanding electrical industry; and to suggest ways for central stations to sell stocks and bonds to the public—including those of other companies as well as their own.

4. *Get every company and individual to become affiliated with its trade group,* and to realize the dangers of continued dealings with those men and companies not contributing to or assisting in expanding our opportunities for electrical development, or who do not recognize their responsibilities toward trade problems and the solution of those problems.

5. *Bring electrical associations together* as a means of co-ordinating association effort and activity, and as a means of attaining a more solidified industry, and of attaining greater efficiency throughout the industry.

6. *Appoint a committee of the whole industry to standardize plugs and receptacles,* including the plugs on both the outlet and appliance ends of attachment cords. Standardize removable attachment means for certain classes of lighting fixtures, so that fixtures may be

(*Continued on page 14*)

"Goodwin's Great Work Deserves Co-operation of More Manufacturers"

By E. W. ROCKAFELLOW
General Supply Sales Manager Western Electric Company

FOR years the Western Electric Company has promoted the idea of educating electrical contractor-dealers in better business methods—thoroughly recognizing the service the retailer performs, and itself holding to the policy of distributing electrical goods primarily through electrical dealers. In 1909, for example, when it discovered that its wiring construction department (the heritage of its former electrical apparatus business) was embarrassing its relations with its contractor customers, the company proved its principles by promptly dropping this contracting business overboard. And again, more recently, "the Western" has put its merchandising philosophy to the proof, and once more shown its recognition of the retailer by closing all of its own retail stores—the last retail stock having been discontinued in April, 1919. From one end to the other of this great electrical distributing organization of forty houses and 2000 employees, the policy today is planned for the service of the trade, with due recognition of the retail function of the contractor-dealer.

At the request of *Electrical Merchandising*, Mr. Rockafellow, in charge of supply sales and trade relations for the Western Electric Company, has prepared this estimate of the value he and his organization put on the educational work which Mr. Goodman, Mr. Chase, the trade press, and others have been doing in waking up the trade and in extending the original Western Electric idea of educating the electrical contractor-dealer in making him the real electrical merchant of the community.

—*Editor* ELECTRICAL MESCHANDISING.

IF ANY evidence is needed of the rapid rise of the electrical contractor-dealer as a responsible business man during the last two or three years, a glance at the collection records of our company over that period affords convincing information.

Three years ago, among our twelve classes of customers the electrical contractor was twelfth—clear down at the bottom of the list as a credit risk.

Today the contractor-dealer stands actually *third* on our list—a position well ahead of such classifications as central stations, electric railways, steam railroads, and other customers.

Moreover the volume of the contractor-dealers' purchases from us and from other jobbers has increased phenomenally during this period. Hundreds of new retail outlets have opened, and existing stores are doing a more intensive and extensive business than ever before. This significant increase in the contractor-dealer's *credit* condition and business standing is accountable to three things:

1. The educational work being done by Mr. Goodwin, Mr. Chase, the trade papers, and many other workers in the present national movement for better merchandising methods.

2. The use of trade acceptances in the electrical trade.

3. The institution of installment financing schemes, such as the Morris Plan, and others.

The meetings that Mr. Goodwin and his associates are addressing throughout the country seem to me to be of the greatest possible value in awakening the electrical trade everywhere to its opportunities. The contractors and the retailers are responding splendidly, and a really competent retail electrical trade is now being developed on all hands. The jobbers, too, see their position as the most economical distributers of electrical goods more firmly established than ever, by their participation in this co-operative work.

"Three years ago, among our twelve classes of customers the electrical contractor was twelfth—clear down at the bottom of the list as a credit risk," says Mr. Rockafellow.

"Today the contractor-dealer stands actually *third* on our list—a position well ahead of such classifications as central stations, electric railways, steam railroads, and other miscellaneous customers."

But it is the manufacturers in general that are the chief stumbling blocks to the fullest development of this co-operative movement. They are failing as a class to appreciate and recognize the dealer function with an adequate differential. Certain manufacturers, it is true, have seen the value of developing the retailer and have revised their schedules to encourage retail sales. But the rank and file of electrical manufacturers today are not doing their share toward encouraging the development of retailers to help get their goods into the hands of the ultimate consumer economically and conveniently to the public. Goodwin's great work of awakening the trade deserves the co-operation of more electrical manufacturers.

Results of the greatest value to the electrical industry as a whole would follow, I believe, if Mr. Goodwin were to address the Associated Manufacturers of Electrical Supplies at their next annual meeting at New York in March, and to point out to them the responsibilities which they as manufacturers owe to the trade and particularly to the retailers in the chain of distribution. I am surprised, in view of the way the electrical trade has been bubbling and seething with the Goodwin movement these past months, that the author of the Goodwin Plan himself has not long ago received an invitation from the Associated Manufacturers to appear before them and present his inspiring message.

MANUFACTURERS AND CENTRAL STATIONS HAVE MOST TO GAIN

Undoubtedly it is these very manufacturers who—together with the central stations—are bound to prosper most, of any trade groups, from the great commercial development Goodwin is working for. Both the Associated Manufacturers and the National Electric Light Association should help promote this educational work of trade reform, and bring their own members up to date regarding the electrical retail trade as it exists in the year 1920.

The Western Electric Company's sales organization is thoroughly in har-

mony and in spirit with this educational work. Our representatives and salesmen have standing instructions to cooperate with contractor-dealer associations in this work, and to join in with and help in local trade meetings for the education of electrical contractor-dealers—which of course has been one of the fundamental Western Electric precepts for years.

In fact, our general sales conference of district sales managers and sales staff, to be held at Atlantic City the week of March 8, is to be devoted largely to the subjects of "Better Merchandising Methods in the Trade" and "The Cultivation and Education of Contractor-Dealers."

Western Electric men were never more sold on the contractor-dealer's possibilities and future than we are today. We welcome the fact that other leaders are helping to steer the retail electrical trade into channels of bigger business, and we are strong for any plan that will help build a capable, competent retail trade manned by "*electrical men* who know."

The Goodwin Plan in 1920

(*Continued from page 12*)

made removable. Standardize voltages, frequencies and currents in residential fields, so that in the end a universal standard kind of energy for lighting, household and such general uses will be available. Install kilowatt-hour meters outside wherever possible, so that meter readers will not have to enter houses, thus saving time and trouble for the housewife, meter reader and lighting company.

Cost and Accounting Systems of Vital Importance

7. *Continue the standardization of accounting methods*, throughout all branches of the electrical industry. Separate the accounting of different functions in organizations rendering more than one class of service. Separate the accounting as well as the policy, in the case of energy sales and merchandise sales by central station companies. Further the study of commodity-handling costs in a given business, so that the profitable or non-profitable character of different lines may be learned.

8. *Promote the use of electricity on the farm*, both by farm-lighting plants and from central station lines where these are available. Here is a tremendous untouched field for electrical development.

Emphasize "Style Merchandise"

9. *Introduce a higher quality of electrical merchandise.* Sell lines of "style goods" and de luxe merchandise in the electrical trade, as is done in other industries. Lighting fixtures, table and floor lamps, table appliances, and other classes of merchandise lend themselves admirably to such development. Get each manufacturer to put out at least one "highest quality" device, as his contribution to his responsibility for higher-quality electrical merchandise.

10. *Extend the present electrical trade movement* in North America to helping solve similar trade problems abroad. Already electrical men from Great Britain, from a number of other countries in Europe, from South Africa, from Australia, and from South America have manifested keen interest in the operation of the Goodwin Plan in the United States and Canada. This subject of "co-operative competition" is today a world-wide situation, and is creating world-wide attention.

11. *Attack the great problem of developing America's waterpowers* and effect a solution that will conserve our coal deposits and minimize future strike disturbances. Secure the electrification of railways from waterpowers near their rights-of-way. Promote the inter-connection of transmission systems, tying the whole country together into a universal power-line network.

The Supreme Purpose

12. *And finally*, bring every electrical man to an appreciation of the responsibility devolving upon every individual and group in the electrical industry to promote and accomplish the electrification of all industry and of the processes of living. Here—like the winning of the war—is a supreme purpose which should inspire every electrical man, whatever his rank, title or position, to help in the big job which the electrical industry alone can do to reduce the cost of living, without lowering American standards; to increase production, and to augment human efficiency and comfort.

During December Coal Crisis Battery Flashlights Lighted This Chicago Show Window

When the coal crisis in November and December suspended window illumination, many dealers resorted to the use of kerosene lamps and even candles. A better makeshift, and certainly a more attractive one, was used by a number of Chicago's drug stores and the big corner display window of the Boston Store, on the busiest corner in the world. These windows were successfully lighted by flashlights containing batteries of the type sold by the Stewart Products Corporation of Chicago. While the illumination afforded could hardly compete with central station energy, it proved the best makeshift found, and certainly increased the demand for flashlights.

Painted by

Joseph Duplessis

in Paris in 1778, while Franklin was American Ambassador. The original painting was at one time personally owned by Franklin.

Benjamin Franklin

Born, January 17, 1706
Died, April 17, 1790

Ten Business Maxims I Would Live Up To

If I Were an Electrical Man Today

1. Drive thy business or it will drive thee.

2. Beware of little expenses—a small leak will sink a great ship.

3. Bargaining has neither friends nor relations.

4. He who buys had need have a hundred eyes.

5. Light gains, heavy purses.

6. He that would be beforehand in the world must be beforehand in his business.

7. Keep thy shop and thy shop will keep thee.

8. At a great pennyworth, pause a while.

9. Look well before, or thou wilt find thyself behind.

10. Let all things have their places; let each part of thy business have its time.

Your Humble Servant

Ben. Franklin

Compiled by *Electrical Merchandising* from Franklin's writings, to commemorate the 214th anniversary of his birth on January 17, 1706. He was America's first electrical man, and a pioneer advocate of merchandising principles which are as sound today as they were when Franklin first gave them to the business world.

What Shall I Suggest?

Some Hunches to Help You Meet the Needs of Your Customers in Fixtures and Lighting Furniture

One trouble about having a reputation is that a fellow has to live up to it.

This applies to business reputations as well as to personal reputations. Hence the contractor-dealer who suggests electrical methods by which Mrs. Smith may make her home more cozy is likely to find that Mrs. Brown feels he should repeat the performance for her. If he can repeat, all is well. If he cannot, "blooey" goes his reputation as a man of ideas.

Electrical Merchandising likes to see those reputations grow and flourish. For that reason we are presenting on these pages several home pictures that are "different" and that show how "effects" can be obtained either by the *use of fixtures* or by special lighting stunts.—EDITORS.


1A


1B

No. 1.—If a man selects a site for his home that has all of the pictorial effects that nature can bestow and if he instructs his architect to design that house to fit its natural setting, isn't it likely that electrical suggestions made in good taste and in keeping with the general plan, will meet with favor? Point 1—Size up the setting.

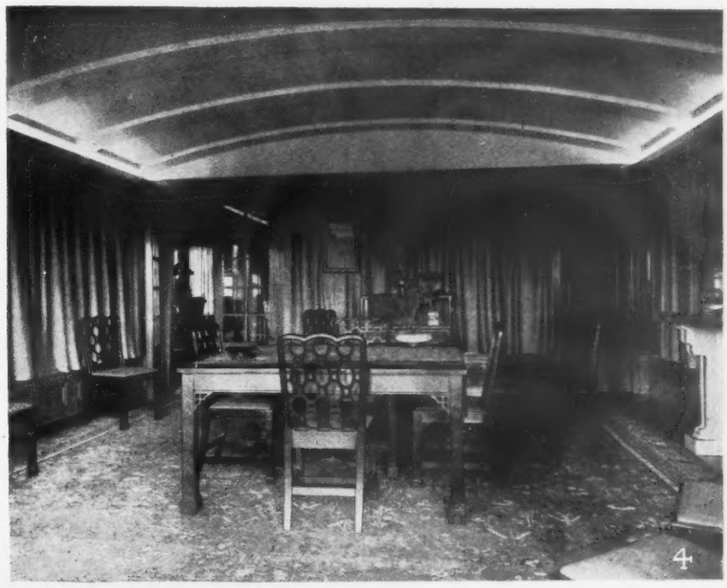
No. 2.—If the home owner has traveled and if he has found the expression of Japanese art particularly to his fancy, is it not likely that his choice of interior decorations will be strongly flavored with the oriental? Point 2—Study the idiosyncrasies of owner. In this case such a study led to the selection of a sun porch fixture with pagoda effects to harmonize with the elaborate Japanese vases and prayer rugs.


2


3

No. 3.—In this library the assumption is that the fixture which supplies general illumination will not be used for reading. Its chief utilitarian value is in lighting the legends on the books in the cases when the owner seeks to select a particular volume. For a room with a beam covered ceiling it is one of a few designs which would be acceptable. Two portable lamps which supplement this fixture combine practical and ornamental ideas in nice proportions and carry out the general oriental effect.

No. 4.—The camera tells where the light comes from to illuminate the dining room. But in this respect the camera is more discerning than the human eye. Individual reflectors housing 160 25-watt lamps in the cove, completely diffuse the light. An exaggerated effect of bigness in the room is secured by eliminating fixtures. Moreover, soft reflected illumination on the fine tapestries, with which the side walls are hung, is more desirable than the high lights that would come from lighting by fixtures.

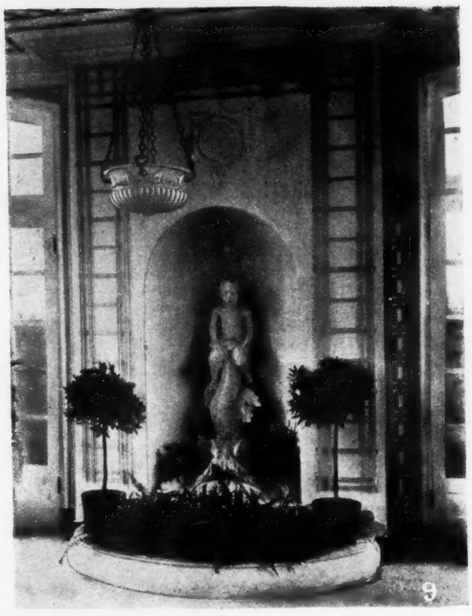


No. 5.—Another method of treating a room without fixtures is here shown. Portable lamps are the answer. One is a triumph in the lamp makers' art. Two oriental helmets and an inlaid Japanese vase are the principal pieces used in its construction to make it fit in with the hand-carved table and the inlaid treasure boxes. The light it gives comes principally from the upper inverted helmet. The smaller table lamp with its novelty glass shade and Tiffany base, robs the room of some of the air of bareness which might otherwise pervade it

No. 6.—Cooley hats inverted and hung with Chinese beads taken from lamps in China become effective as inverted ballroom fixtures. They break up the white, smooth appearance of the vaulted roof. As real light givers, however, they are secondary to the frosted lamps that stud the alcoves in the white ceiling.

8

Imagination and a sense of fitness—the ability to shut one's eyes and picture the finished room from scattered elements—are as much the requisites of the good lighting fixture salesman as of the architect. It was this quality that dictated the placing of the wicker fixture in the sun room above, the lantern over the Colonial stairway, the classic alabaster bowl near the statued alcove, and the modern tinted glass fixtures in the modern dining room.



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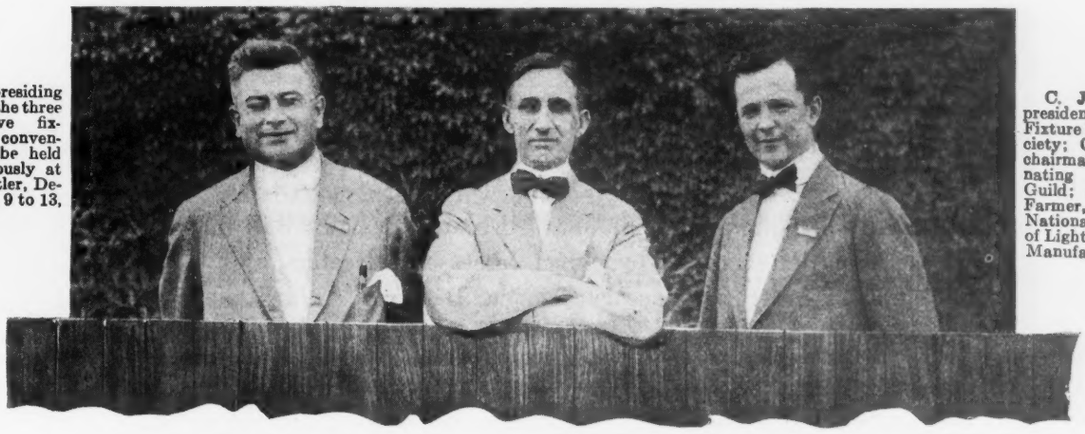
10

The presiding officers of the three co-operative fixture-trade conventions to be held simultaneously at Hotel Statler, Detroit, Feb. 9 to 13, inclusive.



C. J. Netting, president, Lighting Fixture Dealers Society; C. B. Ott, chairman Illuminating Glassware Guild; and F. R. Farmer, president National Council of Lighting Fixture Manufacturers.

"The first real co-operative effort of a long established industry. To miss it means that you will miss one of the real-history making meetings of your business!"

At Detroit, February 9 to 13

First Annual Lighting Fixture Market

With Three Simultaneous Conventions of Lighting-Fixture Men

NATIONAL COUNCIL OF LIGHTING FIXTURE MANUFACTURERS

CHARLES H. HOFRICHTER, *Secretary-Treasurer*
8410 Lake Avenue, Cleveland

Monday, Feb. 9—Registration of delegates, preparation of displays, meeting of executive committee.

Tuesday, Feb. 10—Opening session. Welcome by Mayor Cousins of Detroit. Session given over to Cost Accounting. Robert Biddle, chairman.
Joint noonday luncheon—Opening of Fixture Market. Theater party.

Wednesday, Feb. 11—Morning session on the subject of Design Protection. George W. Cassidy, chairman. Address by Zell Roe, of Dodson & Roe, Chicago, Ill.
Joint noonday luncheon. Fixture Market—Architects and Builders Night.

Thursday, Feb. 12—Morning session given over to the question of standardization. Discussion with part makers and glass manufacturers on the question of standardization of holders and holder screws and bushings.

Friday, Feb. 13—General business session. Election of officers. Reports of committees.

LIGHTING FIXTURE DEALERS SOCIETY OF AMERICA

J. L. WOLF, *Secretary*
Builders Exchange, Cleveland, Ohio

Monday, Feb. 9—Meeting of executive committee. Meeting of glass committee. Meeting of fixture committee.

Tuesday, Feb. 10—Registration of delegates. Opening meeting in conjunction with Fixture Council and Glassware Guild. Short talk by president. Joint noonday luncheon with address by prominent speaker. Fixture Market opens 2 p. m.

Wednesday, Feb. 11—Discussion of future delivery prices on glass and fixtures. Keeping costs. Ideas in marking. Advantages in standardization. Joint luncheon.

Thursday, Feb. 12—Discussion on why the dealer should and should not manufacture. Joint luncheon.

Friday, Feb. 13—Advantage of cartons for packing glass. The jobber in the fixture field. Business session. Joint luncheon.

Various Days—Banquet, Theater Party, Entertainment.

ILLUMINATING GLASSWARE GUILD

H. L. LISSFELT, *Secretary*
Wheeling, W. Va.

Discussion of:
Standardization of glassware fittings with relation to size, depth, centering point.
Uniform cost accounting.
Number and sizes in glassware sets.
Carton packing of glass.
Joint meetings with fixture dealers.
Joint meeting with fixture manufacturers.

At Detroit, February 9 to 13

A Mecca for Dealers—To See, to Hear, to Buy.
For Manufacturers—To Show, to Mingle, to Rub Elbows with the Trade.
For Builders, Architects, Designers, and the Public—To Know What to Buy, and Where to Buy It!

Tradition, Plus a Fresh Viewpoint On

Fixture Standardizing and Selling

Quantity Production of Standard Fixture Designs Will Lower Costs, Facilitate Sales Through Jobbers and Dealers, and Give Customers More Satisfactory Service, Declares A. F. Wakefield

WHEN the Council of Lighting Fixture Manufacturers met in Cleveland last summer, A. F. Wakefield was thrust into the limelight as "the youngest fixture manufacturer in America." There is no particular merit in this distinction. Youth is something we all possess early in life and lose inevitably as the years pass. If they had mentioned Wakefield as the handsomest fixture manufacturer, or the brainiest, or the richest—but, no, they simply distinguished him as the youngest, and ELECTRICAL MERCHANDISING sought to interview him on that basis.

It is true that young Wakefield is young, but he has another claim to notice—a combination of tradition and fresh viewpoint which enables him to think and talk very straight on some of the most vital present-day problems of the fixture trade.

FEWER FIXTURE DESIGNS, GREATER PRODUCTION

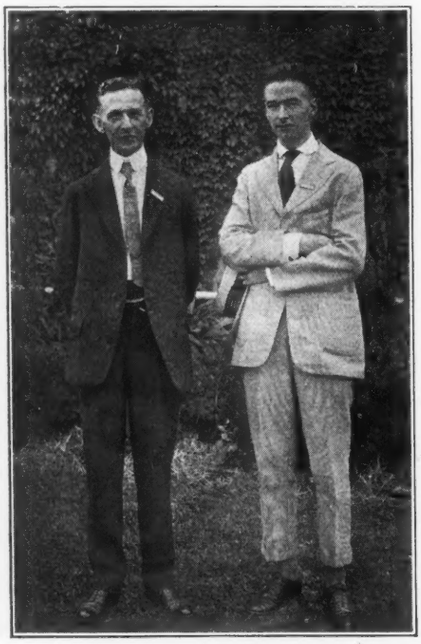
For example, this question of standardization: One of the chief objects of the coming fixture market in Detroit is to establish a certain degree of standardization in fixture manufacture and dealing. Fewer designs, greater production of these designs, and the elimination of needless variation from established designs—such are the aims. Wakefield can talk on that subject because the F. W. Wakefield Brass Company pioneered a movement toward standardization in 1905, and their original line of patented fixtures, now practically obsolete, was evolved and sold with the idea of doing, fifteen years ago, the very thing—in principle—that the trade is now co-operatively trying.

"The standardized fixture is not a competitor of the 'custom made' fixture," declares Mr. Wakefield, "any more than a ferry boat is a competitor of the private yacht. As I see it, the chief troubles in this business have resulted from a misunderstanding of this fundamental fact.

"The 'custom made' advocates have tried to put an artistic halo around *all* fixtures.

IMAGINED DEMANDS FOR "SOMETHING SPECIAL"

"Dealers infected with this wrong notion, have twisted and turned and rebuilt what should have been standard fixtures to meet imagined demands of the public for 'something special.' Instead of buying and selling wall bracket No. 41144 as a piece of manufactured merchandise, they would sell No. 41144 with various changes and put it up to the manufacturer to assemble this irregular hybrid, or they would tear down a perfectly good No. 41144 and rebuild it with needless modification.



A. F. Wakefield of Cleveland, "the youngest fixture manufacturer," whose ideas on standardization are given on this page, is here shown with Mr. Sterling who is known as the "oldest" fixture manufacturer in point of years in the business. A. F. Wakefield grew up in his father's factory. Since boyhood he has pottered around the plant. He got to know every man, every machine, every operation—from opening and sorting the mail to wheeling the ashes out of the boiler room. Then he went to the university where they fed him economic theory, scientific management, and the fundamental principles of straight thinking. Today he is actively on the job, bringing a fresh viewpoint to a business replete with tradition.

"Manufacturers in turn catered to what they believed to be a legitimate demand of the trade of such special junk, until today the making of fixtures is a retail manufacturing business—each order being an individual assembly job.

"Now, I take it that this is due to a basic misconception. We have not recognized clearly just where 'custom made' fixtures belong in the scheme of lighting, nor where standard fixtures should be insisted on. We somehow got the notion that by assembling a miscellany of standard parts in an unusual manner we were arriving at a special fixture design. And some of us even acquired the belief that a simple sidewall bracket gained something in the way of distinction by being assembled from parts which had never before been used in the same combination.

"This misconception has attacked and weakened the very roots of the industry. Let me list the evils, and then judge for yourself whether my diagnosis is correct:

WASTING WORKMEN'S TIME

"In manufacture: Non-standard designs mean that practically every order is special, which in turn makes quantity production impossible, which in turn adds greatly to manufacturing cost. A large amount of money is tied up in semi-manufactured stock upon which the depreciation is high. And present practices in the fixture business are wasteful of the one thing which is hardest to get—workmen's time.

"In distribution: The demand for non-standard designs practically eliminates the jobber from the fixture business, thus requiring orders to come direct to the factories, with consequent delay and not infrequent loss of business.

"If we could settle upon reasonable lines of standard fixtures and be assured that they would be sold 'as is' instead of with slight and needless modification, we could adopt carton packing, undertake quantity production, and dis-

tribute through the jobbers. This would reduce the dealers' investment in stock, would lessen the time between getting the order and collecting the customer's money (in other words, speed up the turn-over), and would open up the business to a considerable number of contractors and dealers who at present do little or nothing in this department.

"In retailing: The sale of non-standard goods has greatly increased the dealers' selling costs. Instead of clean-cut merchandising wherein the customer selects an article, pays for it and has it delivered and installed, we have a 'short order' business in which confusion and the opportunity for error and dissatisfaction are multiplied at every step. Instead of reasonable and orderly lines of samples, our display rooms contain the well-known 'inverted forest' of fast-depreciating novelties. The mental confusion caused by the present common methods of display and sale make fixture buying difficult for the public, whereas standardization would make buying easy.

Custom-Made Fixtures for Better-Class Homes

"So much for the standard fixture. When it comes to the 'custom-made' article, I think we have not gone far enough because we have tried to go too far. That sounds like an Irish explanation, but this is what I mean: Practically all fixtures used in the better class of living rooms and dining rooms, even those used in the owners' bedrooms, should be custom made. And by that I mean not that they should be non-standard assemblies of standard parts, but they should be of the period, size, finish and effect which exactly fits with the architecture and furnishing of the room. If it is possible to make and sell such fixtures in the same manner as period furniture is made and sold, so much the better. If they have to be specially designed and studio-built, let them be so. The point is that good homes which are well and tastefully furnished should contain fixtures which are fitting to their environment.

"But there are hundreds of thousands of homes which do not aspire to this classification—workingmen's homes, apartments of the medium and lower grades, houses that are built to sell rather than to live in. The lighting equipment of this great medium class of abode must of necessity be—and is—near-standard, so why not make it really standard?

The "Lighting-Fixture Market" and Conventions Detroit, February 9 to 13

Their purpose, as Expressed by the National Council of Lighting Fixture Manufacturers in Its By-laws

1. The betterment of trade conditions in general, and the exposition and suppression of unfair methods of competition.

2. The elimination of the practice of appropriating designs or reproducing patterns of any competitor.

3. The encouragement of local organizations of lighting-fixture manufacturers in the various manufacturing centers and their unrestricted access to all districts.

4. To be of assistance to and to co-operate with, wherever practicable, the local and national dealers organization.

5. To create a demand for a higher artistic standard of lighting fixturers by all those engaged in the industry and the public.

6. The adoption, where practicable, of uniform trade customs with reference to packing and boxing charges, terms, cash discounts, and exchange of credit experiences, etc.

7. To secure for ourselves satisfactory treatment and terms from our own respective sources of supply.

8. For the exchange of ideas on cost accounting, shop and office practice, etc.

9. To take active interest in affairs pertaining to or in any way affecting our industry.

"Why not say to the customer: "Here is a fine, medium-priced living room fixture that will fit your room, match your furnishings and meet your price requirements. It costs so much money'—and then stand pat?

"Instead of which we find dealers who say: 'Now, here is a good bowl fixture—but if you don't like the looks on the canopy we can change 'em to this other style, and if you don't like the bowl hooks, we can give you either hook No. 1387 or No. 1386 or even No. 1305. And that plain bottom knob can be replaced with one that is more ornamental. You can have four chains instead of three, if you prefer, and instead of chain suspension we can supply a pendant rod either with or without a cast-brass ornament in the middle.'

"At about this point the customer gets the notion that fixtures are commonly assembled to suit everybody's whim, and proceeds to specify a combination which is no better in appearance and no more fitting for its environment than the original sample shown.

"Understand me, there is no criticism of the individual fixture dealer in this. I simply cite my observation of a trade condition. And if that condition can be remedied even slightly it is going to mean a great deal in the way of profit to both the trade and the manufacturers. It will take fixture making out of the job-shop class of manufacturing and put it in the quantity-production class. Costs will be lower, margins of profit will be wider, and the public will be better served."

Because these thoughts are expressed by the man who is heralded as "the youngest fixture manufacturer" does not detract from their sound sense nor value. A. F. Wakefield grew up in his fathers' fixture factory. Since boyhood he has pottered around the plant. He got to know every man, every machine and every operation, from opening and sorting the mail, down to wheeling the ashes out of the boiler room. Then he went to the university where they fed him economic theory, scientific management and the fundamental principles of straight thinking. Today he is actively on the job, bringing a fresh viewpoint to a business replete with tradition. This fresh viewpoint—the viewpoint of the second generation taking hold of the "old man's" business with the idea not of revolutionizing it but of rejuvenating it—is one which those of us who have been traveling the old ruts can study with profit.

Are Stock Records Worth Their Cost?

Yes, They Are Worth Many Times What They Cost, But Only if the Merchant Knows How and When and Where to Use the Facts That a Stock Record System Supplies

By FRANK STOCKDALE

SOME merchants say by their actions that stock records are a luxury which they cannot afford. Perhaps it would be fairer to say that most merchants regard stock records as too expensive because they do not earn enough to justify the added expense to the business.

After years of investigation in the retail field, I am of the confirmed opinion that 90 per cent of the retail merchants of this country—and this proportion will probably hold for merchandisers of electrical appliances and supplies—are not ready for a stock record system—just yet.

The reason they do not need a stock record system now, however, is not because a knowledge of stocks is not one of the most vital things in conducting a retail business, but it is because of this fundamental principle:

It never pays to *buy* business facts until one has *use* for them.

The buying of facts should be put on the same basis as the buying of merchandise, that only the facts that can be used profitably should be bought. In my trade investigations I have found retail merchants by the hundred who have installed and afterwards thrown out good business record systems, not because there was anything wrong with the systems, but because they could not see dollars and cents returns on their outlay. These merchants could see their money going out for books and blanks and bookkeepers, but they could not see any money coming back as a result of their figuring. Notwithstanding these facts, the most progressive and best informed merchants of this country buy facts regularly and in large quantities. They would not be without them under any conditions. The reason, of course, is that they know the value of these facts. They know the value of the facts because they know how to use the facts.

That's why we ask the question, "Are stock records worth what they cost?" and we answer this question with, "Yes, they are worth many times what they cost"—if the merchant knows how and when and where to use them.

Electrical contractors and dealers who attended their annual convention at Milwaukee last July will recall Frank Stockdale's stirring appeal for better merchandising methods. In setting forth the advantages of a stock record system here, Mr. Stockdale speaks out of a first-hand contact with retailers in forty-four states and Canada.

If a merchant does not know that his poor buying methods waste hundreds of dollars every year because he guesses what sizes are the best sellers, what kinds are the best sellers, and what prices are the best sellers, in addition to guessing about how many he sells and how long a time it takes him to sell a given number—I say, if a merchant does not know that this sort of buying loses him a lot of money every day and every month and every year—then there is one use—one big use—of a stock record system that he will not appreciate because he does not realize its usefulness.

If a merchant does not know that he loses money right along because he is not able to locate the stickers early and put selling pressure behind them before they become shopworn and out of date, he will probably not be very enthusiastic over a stock record system that will help him to "spot" the stickers in time to get his money out of them.

And then again, if a merchant thinks he knows how to price his goods in order to be sure of a real profit, even though his method be pure guesswork, he will not be able to see the value of a stock record system that will make it possible for him to price his goods in entire fairness to himself and to his customers.

Without attempting to go into any details as to what a good stock record system is, let us take up some of the questions that come to you every business day, remembering all the while that a good stock record system will help you to answer all these questions.

When Your Competitor Undersells You or You Undersell Him

What do you do when your competitor undersells you? We could put this the other way and say, What do you do when you find you are underselling your competitor? Maybe you figure that you know and he doesn't know how to mark a particular line of goods to make a profit. But when this competition of yours happens to be a chain store, a department store or a mail order house, you can hardly assume that their prices for merchandise are arrived at by poor methods of figuring.

Most of your competition—that is, your *real* competition, comes from these big institutions. That's why you should know what to do when their prices are above or below your own, and unless you know what your cost of doing business is by lines or departments, you cannot know what your net profits on these lines or departments are. So the question, "What to do?" becomes one of the big questions in your business.

What do you do when the traveling man quotes a lower price for a larger quantity? He usually does, doesn't he? And when he does, do you simply scratch your head and take a "long shot?"

If you do, you probably have the same difficulties that other merchants have who buy in quantities—that is to say, you sometimes make a good buy

and find that the goods are sold in a comparatively short time and without much depreciation. At other times you get a lot of goods on your hands, and after you have added depreciation and carrying charges, you find that you have to dig up some of your real profits to take care of your losses.

An extra 5 or 10 per cent off for larger quantities is sometimes a good thing and sometimes a very poor thing from the standpoint of profits. What you do in such cases should depend not upon what you *think* should be done, but what you *know* should be done.

Do You Know How to Locate Slow Sellers?

What do you do when you want to locate the slow sellers in your stocks? Of course, you can locate them if they stay long enough—in fact, they will sooner or later become a real eyesore and you cannot overlook them.

The important fact, however, is how to locate the slow sellers right at the time they begin to slow down. That's the time you want to locate slow sellers, because it does very little good to locate them after the style has changed or the season has passed, or the goods become shopworn.

Every merchant who pushes sales through advertising and display, watches his slow-selling goods, first, for information in selling so that he may push them and get his money invested in active stock before he is obliged to accept a big sacrifice, and also for information in buying so that he may avoid repeating his mistakes.

What do you do when you are placing an order and the salesman asks "How many?" or "How much?" Do you stop, hesitate, ponder and then make a guess, or do you turn to your records and there learn what you have on hand, what merchandise you have sold and how long it took you to sell it?

Also, and this is of considerable importance in normal times, what did you pay for the goods you bought, and at what price did you sell them?

With this information in hand you ought to be able to buy the right goods at the right price—in most cases. When a merchant buys by guesswork or depends upon the amount of enthusiasm the traveling salesman creates, his store is usually filled with dead stock, and he wonders where his profits have gone.

What do you do when others advise you to make quick sales and small profits? A great many merchants find it easier to get small profits than to get quick sales. They find it a little difficult to figure just when the sales are quick enough to justify a short profit, and having once decided that the profit may be a little shorter because of the quick sales, they still have the additional problem of figuring out just how small the profit may be and still leave something to be deposited in the bank.

"Quick sales and small profits" is a good theory. The real trouble with this advice has always been that merchants have assumed that small profits cause quick sales. You will agree that this is entirely too much to assume. The fact is, you cannot afford to assume anything of the kind in regard to your store. To *assume*, in this case, is to *guess*.

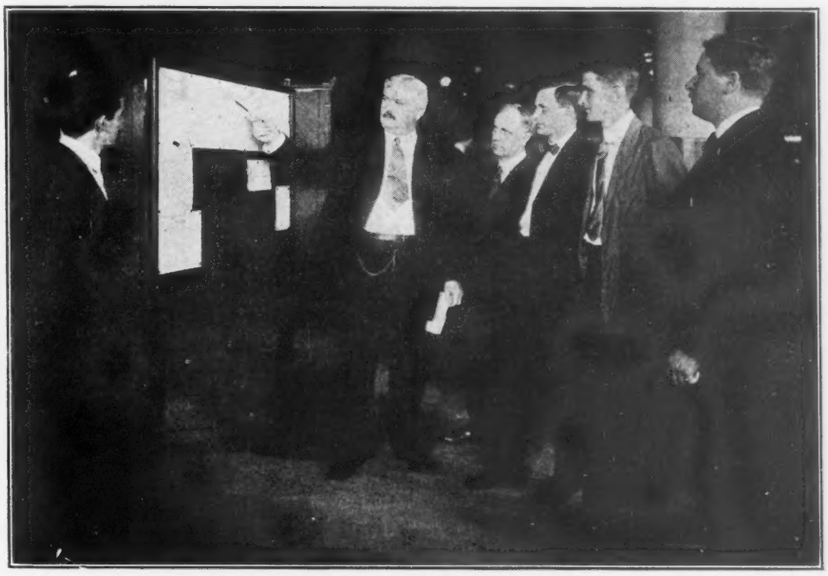
What you do in such cases should be based upon definite knowledge, and this knowledge can only be obtained through the use of figure facts.

Good Stock Record System Gives Information When Needed

You know, of course, what you *do* do under the various circumstances as mentioned above, but the answer to the next question, "What *should* you do?" is probably a little hazy to a great many electrical dealers. If it is, the writer has an opportunity right now to do you a very special favor by telling you that practical, profit-making answers to these questions may be obtained from a good stock record system.

And furthermore, a good stock record system can be bought just as automobiles are bought. In stock record systems you can get anything from a Packard to a Ford, and the strangest part of it is that more of the Fords have not been used. A lot more merchants would own and operate stock record systems if they knew where to get a low-priced "system" that would not use too much "gasolene."

A stock record system that fits your business will pay big profits on the investment once you get to *using* it in your buying, selling, and profit-figuring. It will tell you what to do to make more profits.



If it is necessary that the head of a business know the how, when, and where of a stock record system it is equally necessary that employees know how to keep the records accurately. If you have a system or are installing one, explain it carefully to the men on whom you depend for co-operation in making the system work successfully.

Avery-Loeb Sales Convention at Columbus, Ohio

The Avery-Loeb Electric Company, which operates a large retail store in Columbus and a branch in Newark, Ohio, held its first sales conference at the Deshler Hotel on Nov. 13, with about sixty agents present. Reports showed that the electrical business and especially the sale of household electrical appliances has been particularly good during the past six months. The agents reported that the outlook for the sale of electrical articles for Christmas giving was exceedingly bright.

James T. Daniels, secretary of the Columbus Chamber of Commerce delivered the address of welcome and President Oscar Avery and Vice-President A. E. Loeb spoke on business conditions. C. W. Hammond, secretary-treasurer, spoke on cost accounting. A. L. Oppenheimer, president of the Ohio Electrical Contractors' and Dealers' Association, was the principal speaker at a dinner given in the evening. A display of electrical equipment and demonstrations of vacuum cleaners was made.

Cashing In on Big Newspaper Advertising at Erie, Pa.

By C. E. DEGRAW
Advertising Department Erie Dispatch

"HAVE the electrical dealers of Erie gone advertising crazy," a salesman for one of the best-known manufacturers of electrical appliances asked an Erie dealer recently. His question was prompted by the remarkable record the electrical merchants of Erie have made in an advertising way during the past sixteen weeks.

Since the middle of August, when the Erie *Dispatch* started its electrical pages, the dealers and contractors of this city have purchased more than 10,000 in. of advertising space in the *Dispatch* alone, at a cost of more than $3,200.

Now to answer the salesman's question as to whether the local dealers have "gone advertising crazy." Most decidedly not. If that salesman will go over his orders he will find that the Erie dealer with the poorest location—way out among the green grass and tall trees, on an unpaved, little-traveled side street—has sold on an average of two electrical stoves each week from Aug. 1 to Dec. 1. Advertising did it. This dealer receives from four to eight inquiries each time he runs an advertisement on this particular manufacturer's stove. Erie's electrical merchants are not "advertising crazy"—they have only come to a realization of the power of big space and they are cashing in on it.

On Sept. 1 one of the downtown contractors and dealers started a special offer on wiring and fixtures on the time-payment plan. His opening gun was a half page of the announcement type. This was repeated several times with slight variations in the copy. Returns came slowly. He changed his copy to the well-known "merchandising style" with cuts, black headlines and ample white space, increased the size of the advertisement, and orders began coming in fast. In three weeks he had orders booked for a month ahead. The sale closed on Dec. 1 and there were enough orders on the books, to keep a large corps of workmen busy until Christmas.

When the sale opened, two or three dealers who did not believe in advertising smiled and said he would never sell enough wire and fixtures to pay for the advertising. By Oct. 1 each of the dealers who laughed came out with bigger advertisements than they ever dreamed would carry their signatures. Something happened or they never would have bought the space they did. Here in Erie we believe the advertising of the first contractor made business for them and when they saw the other fellow was helping them they started to help themselves. The result was that more houses were wired in Erie in the last three months than in any eight or ten months before.

Every Wednesday the Erie (Pa.) *Dispatch* runs three electrical pages, carrying electrical news matter and the advertising messages of local contractors, electrical dealers, farm-light-plant agents, and electric lighting companies. From the newspaper's standpoint, its electrical advertising revenue is now considered comparable to its automobile advertising business.

ELECTRICAL MERCHANDISING has been doing a lot to get newspapers all over the country to go after electrical advertising or to add an electrical page to their list of feature pages such as "Automobile," "Society," "Sport" and "Financial" pages. To newspaper men I want to say that an electrical page (or pages; for we run three pages every Wednesday in Erie) is just as important and will bring more revenue than any feature page, with the possible exception of the "Automobile" pages.

And to electrical dealers and contractors let me say, if your local paper will not start an electrical page for you, start one yourself. Get together. Count noses, allot each dealer a space to be run each week and go to the advertising or business manager of your local paper and say, "We want you to run this for us every week." You will be surprised at the returns you will get.

To those dealers who are anxious to run an electrical page in their local paper I want to give one or two little tips on how to do it. First of all, find out the size of the newspaper page. If the page is 20 in. deep and seven columns wide you will need 100 in. of advertising each week to pay the newspaper for running it. The balance of the space you can fill with good live articles of what is going on in the electrical field. These articles can be obtained from the electrical papers, the Society for Electrical Development, and manufacturers' publicity departments upon request. Let the newspaper's editor edit the copy for the news columns so that it will be readable to the man and woman in the home. Hand the advertising and news copy to the newspaper at least two days before it is to appear. Keep the page running every week for at least three months and you will get returns that will pay you a handsome profit.

Why Depend Upon the Weather for Fan Business?

More Fans Can Be Sold by Salesmen in Winter Than by Hot Days in Summer—Electrical Appliances Are Only Seasonable When the Weather Is Expected to Do the Work of Salesmen

By S. N. CLARKSON

"NO ELECTRICAL appliances are seasonable. They can all be sold as well in one month as in another. All that is necessary is imagination, salesmanship and a study of the many uses, some unconventional, to which the different appliances can be put. This may seem to be a very sweeping assertion," said R. A. Gordon, sales agent of the Houghton County Electric Light Company, Houghton, Mich., "but I have proved it to my own satisfaction; and as for fans, we sell more in winter than we do in summer."

It hardly seems possible that the peak of the fan business could be made to come in January, but that is what has been done in this Michigan city, and a reference to the sales chart shows that salesmanship is responsible for the sale of three times as many fans in January as were sold in August. Coal dealers are able to sell their commodity to householders during the summer months; so why should not electrical dealers be able to sell fans during winter months.

Consider the Insurance Salesman

If a man waits until he is going to die to buy life insurance he will find he is unable to purchase it, and that is the very thing that happens to a number of people who wait until a hot summer day to buy an electric fan.

The insurance salesman has to depend almost entirely upon his imagination in selling his line, and while this is not true in the electrical business, the development of a little more imagination in the sale of electrical merchandise would probably bring in a lot more business to jobbers, dealers and central stations.

The electrical salesman does not have to rely on imagination alone, however, to sell fans in midwinter. When the house is shut up in winter the fans, instead of being put away, can be advantageously used to exhaust the air from the kitchen instead of allowing the smell of food to permeate the entire house. A fan can make a house warmer in extremely cold weather if it is used as a forced-draft blower under the furnace, and it can get more heat out of a radiator by blowing through its sections. Hot and cold spots in a house can also be eliminated and the temperature made more uniform by the proper use of fans.

Heating Pads and Radiant Heaters

Fans are not the only electrical appliances that can be sold out of their regularly accepted season. For instance, heating pads should always be available in a house for local body applications in case of sickness. People are just as apt to get a stomach ache or a cramp in summer as they are in winter. Then there are headlight heaters. By replacing the heater coils with lamps, they can be turned into very effective floodlights for the summer lawn fete and they come in very handy for drying a waist or any of the other small articles that milady launders in the bathroom wash basin.

Other so-called seasonable appliances could be shown to have an open season the year around if that were necessary. Sufficient examples have probably been quoted, however, to indicate to what extent sales can be made in so-called off seasons if the subject is given the proper thought and attention.

Sell Fans for these Five Winter Uses

1. **Any steam radiator will deliver two to three times as much heat to a room when an electric fan is blowing on its coils. Try it, yourself!**
2. **A fan will force more hot air through a hot-air register, warming chronic "cold rooms."**
3. **A fan under the furnace will increase its draft.**
4. **Frosted show windows are cleared and kept clear by a fan.**
5. **Clothes hung up to dry indoors are more quickly dried by a fan.**

An Association With Vision

How the San Francisco Electrical Contractors' and Dealers' Association Seeks to Co-operate with Its Members, Its Electrical Neighbors and the General Public for the Good of All

The Section, State and National Movement in Harmony

A FOREWORD BY ROBERT SIBLEY

Editor JOURNAL OF ELECTRICITY, San Francisco.
Pacific Coast Editor ELECTRICAL MERCHANDISING

NATIONWIDE attention has been given to the labors of W. L. Goodwin as he has journeyed about from city to city during the past two years preaching the gospel of co-operation and outlining a practical method of co-ordinating all the various activities of the electrical industry. This work in local, state and national endeavor is today well illustrated in actual operation on the Pacific Coast.

The San Francisco association, for instance, is represented in the broader organizations 100 per cent; all its members are glad to accord financial and moral support to organizations which do so much for the proper upbuilding of the industry. Not only this, but they grant equitable privileges in their territory to members of the local contractor-dealer organization of the neighboring East Bay cities, and in return are given like privileges in those prosperous communities. Theirs is no narrow view of the matter; they perceive that the really big issues must be met by the whole industry with a united front, and that this can be attained only by mutual helpfulness.

Communities where the electrical interests are not so thoroughly organized and harmonized might well look into this "triple team-work" of the Californians, and consider if they too cannot profit by a like admirable arrangement.

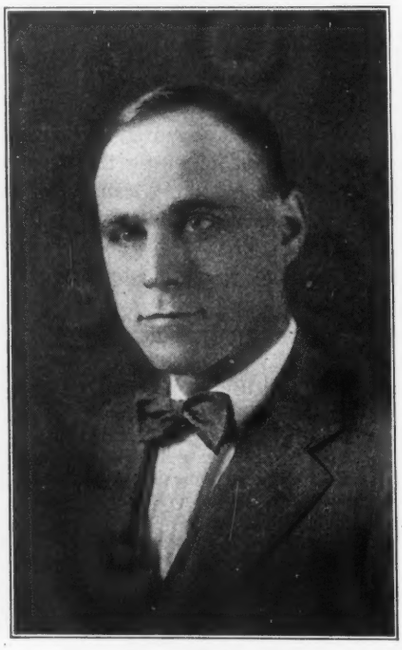
The accompanying detailed description of the good work so effectively being accomplished out beyond the Rockies, is written by the president of one of the strongest local branches of present-day contractor-dealer effort.

By CLYDE L. CHAMBLIN
Chairman California Association of Electrical Contractor-Dealers

THE San Francisco Electrical Contractors' and Dealers' Association of sixty members, comprising the majority of the legitimate electrical contractors in San Francisco, has grown 100 per cent in size and 500 per cent in endeavor during the past year.

An effective program conceived on a service-to-the-community basis early in the year is now nearing maturity. With the primary idea in mind of keeping their own door-yard clean before taking part in larger movements, the members of the association have conservatively builded themselves on a clean educational basis, proving that success of any organization of a trade nature is not dependent on price fixing, or upon any of the super-collusive practices that have pandemically raged among trade associations. The tendency of business men today is co-operative, and their minds are open to educational ideas.

The elimination of those who ruthlessly prey upon the ignorance of the general public in regard to matters electrical, and the relegation of the unscrupulous and sub-irresponsible so-called "electrical contractor" to the journeyman's field where he rightfully belongs, are matters that will take long thought and education, but are worth while from a service-to-the-community and economic standpoint. Any electrical contractor or dealer who has attained a reasonable stage of business legitimacy or integrity, and who has the least desire to improve, is eligible to membership in the association. Its meetings have been open to the press and anyone interested. Non-member visitors comprise about 10 per cent of the attendance at meetings.



In his constructive work as chairman of the San Francisco Section Mr. Chamblin has worked out new ideals of helpfulness in the contractor-dealer movement, especially in the co-ordinating of the work of his section with the work of men in neighboring sections of the State. So effective has this work proved to be that Mr. Chamblin has been elected president of the California Association of Electrical Contractor-Dealers.

The association is designed as an educational defensive alliance against the system of unscrupulous owners, architects and general contractors performing the painful, immoral and unsuccessful operations of "peddling" "shopping," or "juggling"—which evils have been abetted by the somewhat local custom of including the electrical work under the head of the general contract and not segregating it, as is the practice in the East and Middle West.

The adoption of a set of rules providing for a system of filing in the association office all bids on work for more than $500 has been quite effective.

Brief abstracts of some of these rules are given on the opposite page.

With these great destructive evils of the building business eliminated so far as its members are concerned, more of the association's time can be devoted to general upbuilding of standards and to technical research which might otherwise be wasted in mere wrangling and mistrust.

Extracts from the Rules of the San Francisco Contractor-Dealers Association Regarding Filing of Bids

ARTICLE XVII

Filing of Duplicate Bids

Section 1.—When a member of this association is called upon to figure or estimate on electrical work exceeding Five Hundred Dollars ($500), he shall immediately communicate with the executive secretary, apprise him of the name of the job, location, name of owner, architect or general contractor. Upon receipt of this information the executive secretary will request from the official receiver of the bids a definite time for the opening of said bids. The executive secretary having ascertained this definite time, will communicate this information to all bidders and demand that a signed copy of the bid in question be filed in the office of the executive secretary, not later than one hour previous to the time of opening, in a sealed envelope furnished by the executive secretary for this purpose.

Thereafter the executive secretary shall not accept any further bids on same.

ARTICLE XIX

Submitting Bids

Section 1.—No member of this association shall submit figures of any kind to anyone unless he is requested to do so, but this is not meant to prevent any member from soliciting an opportunity to submit bids.

Section 2.—No member of this association shall submit electrical bids wherein the electrical work is combined with other lines of work, nor shall he accept contracts of such nature unless segregated.

Section 3.—On the original bid no substitution nor alterations not included in the original plans and specifications as submitted to the original bidders shall be submitted or figured by any member of this association.

Section 4.—When deductions, substitutions, or alterations are made in an electrical figure within the original plans and specifications as submitted to the bidders a member of this association shall file a copy of his bid covering these changes with the executive secretary in the same manner as the original bid, to which the duplicate bid will be attached.

Section 5.—After bid has been opened, by the receiver thereof, the executive secretary shall open the bids on file in the presence of any and all association members interested. After the low bidder has been determined, if any of the other bidders are asked for further estimates due to change in plans and specifications in the amount of less than 50 per cent of the original bid, the legitimate low bidder is to be considered.

(*Explanation.*—The object of this section is to prevent the evil practice of general contractors using the bids of the members of this Association for their own selfish purpose, detrimental to the interests of the members of this Association.)

Section 6.—It shall be the duty of the executive secretary upon the request of any bidder, after the bids are opened, to call all members on the job in question, to his office and then and there prove or disprove any errors in bidding which are alleged to have occurred.

Section 7.—Any member of this association or his agent who is asked to figure a job for a general contractor who has been awarded a contract, must ascertain from the executive secretary before figuring on the job whether or not the same job has been figured by any member of this association or the general contractor has requested or taken figures on the same job prior to the award, and such being the case, the member of this association shall not figure the work or accept any work on the particular contract awarded.

Co-operation with the East Bay Electrical Trades Association—covering the neighboring cities of Oakland, Berkeley and Alameda—by a set of mutually adopted "by-laws" providing for non-resident memberships, prompted a better territorial understanding, and makes competition by the two associations in any field mutually helpful. No member is prevented from going into any territory he chooses, but he is required to take out a non-resident membership in the association having jurisdiction over the outside territory in which he is operating. These rules are as follows:

When a bonafide member in good standing of the San Francisco Electrical Contractors' and Dealers' Association does electrical work in the East Bay district he shall pay an amount equivalent to the inspection fees of the departments of electricity within the jurisdiction of the East Bay Electrical Trades Association.

In such a case it shall be necessary for said member to become a non-resident member of the East Bay Electrical Trades Association and pay an initiation fee of $25. While a non-resident member he shall be under the jurisdiction of the East Bay Electrical Trades Association, governed by their rules and by-laws and entitled to all privileges of membership, but not entitled to hold office or be on standing committees.

The same rule shall apply vice versa when a member of the East Bay Electrical Trades Association does electrical work in the territory under the jurisdiction of the San Francisco Electrical Contractors' and Dealers' Association.

With the idea in mind that the striving toward the utmost service brings perfection and profit, the San Francisco Association is endeavoring to secure additional inspectors in the department of electricity of the city and county of San Francisco, thus bringing the individual contractor's work up to the highest possible standard.

As was done by all other local sections of the California Association of Electrical Contractors and Dealers, the San Francisco Association has recently joined the State Association and National Associations 100 per cent.

They have recently employed L. R. Ardouin as executive secretary. He comes to them with four years of association experience, having been State secretary of Minnesota before entering army welfare service.

The officers of the San Francisco Association are: C. L. Chamblin, president; W. D. Kohlwey, vice-president; and F. W. Watts, treasurer.

"New Color Science" Lamps of Painted Parchment

Lighting effects of striking beauty and charm are obtained by Miss Beatrice Irwin of the New Color Science Center, 5 West Thirty-ninth Street, New York City, by the use of such materials as parchment and paints worked into simple geometrical forms of portable lamps and ceiling fixtures. Three of Miss Irwin's designs, which are of patented construction, are shown above.

Stop Raising Cain and Co-operate

Dedicated to Those Contractor-Dealers and Other Electrical Merchants Who Are Not Following the "Goodwin Plan" and Co-operating— Wherever They May Be

By SAMUEL ADAMS CHASE
Special Representative Westinghouse Electric & Manufacturing Company

SOMEWHERE about 5640 years ago, according to the only record which exists of that period, two brothers were jealous of each other. Perhaps this is an exaggeration; perhaps only one of them was jealous. However that may be, it is certain that they did not get along together. One of them, we may feel confident, was a blonde, round, smiling optimistic boy, all of which added to the ill-nature of the other. This other certainly was dark, slender, intense and inclined to look upon the gloomy side of affairs.

Whether the culmination was due to blighted affections, or to some misunderstanding as to the ownership of a marrow-bone, we are not concerned. What affects us now is that the dark brother, Cain, killed his blonde brother Abel. Maybe he did not really mean to kill his only brother. Maybe he only meant to paste him one. There was no arrest, no indictment, no trial, no speeches by learned and eloquent counsel, no judge's charge to the jury and no newspaper reporters to give us word-pictures with a background of Eve dressed in the latest style, of Adam in the act of eating an apple.

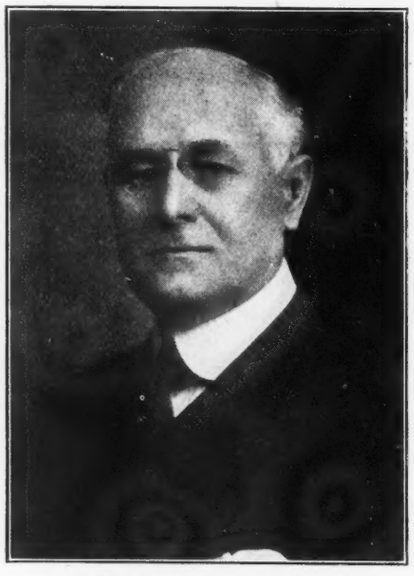
Therefore, we must be content with the bare fact that this was the first instance of an infinite series where two people preferred to fight about nothing rather than to agree about something.

THE DISPOSITION TO "GO TO IT!"

Wise men have tried to account for this inherent and unconquerable disposition in the human race. Our first instinct appears to be to *"treat 'em rough."* We mumble *"blessed are the peacemakers"* and let it go at that; but we pay $25 a seat and travel 500 miles to see two bullies hammer each other to a pulp. Our motto is *"hit him before he hits you."*

In mechanics, two bodies moving in the same direction augment each of them the force of the other. If these bodies collide, they destroy each other; if they pull in opposite directions they neutralize each other. We know this; we teach it in the schools; and in our daily lives, in our social or business relations we violate it at every turn. Is it because Cain killed Abel that we have been raising Cain ever since?

Probably it is safe to write it as a fact that almost all lack of harmony is due to differences in definition or misunderstandings. *When the dog wags his tail the cat thinks he wants to fight. Or, maybe she does not know what he wants.* But she does know that *when the cat wags her tail she wants to fight.* It doesn't matter what the trouble is about; the first and last idea is a fight. And business, too often, as it is conducted today is on the basis of a fight. This is particularly true of new or comparatively new kinds of business such as the electrical business.



SAMUEL ADAMS CHASE

Samuel Adams Chase has the distinction of a thirty-seven-year record in the electrical selling field, having been the first supply salesman for the Western Electric Company thirty-seven years ago. He served that company for seventeen years, covering the entire territory east of Pittsburgh, and later becoming Western Electric manager at Philadelphia. In 1899 he joined the supply department of the Westinghouse company at New York, becoming local manager and afterward taking charge of syndicate work. Mr. Chase started the agent-jobber work for the Westinghouse company, selecting jobbers and consummating agreements. Although now devoting himself to special co-operative work with Mr. Goodwin, Mr. Chase continues as a member of the executive committee of the Westinghouse Agent-Jobbers Association and as editor of *Circle*, the Westinghouse agent-jobber publication. He is the author of numerous articles and addresses, including "Merchandising Ethics," "Channels of Retail Distribution," "the Contractor-Dealer from the Manufacturers' Standpoint," "Live and Help Live" and "Stop Raising Cain and Co-operate." He is a member of the Conference Club and of the Engineers' Club, New York City. In his selling work extending over a period of a third of a century, Mr. Chase won a great reputation for his friendly co-operation with his competitors, and was known as "the salesman who never lost a contract."

Let us illustrate a little:

Banking is the oldest business in the world. Do bankers fight? Not so you can hear it. How do they arrange to get business Peacefully? Simply by studying and knowing the economies of banking. So much population, just about so many banks. When a bank fails, do the other bankers dance for joy? No, they run for cover.

There is no open—and very little concealed—competition in banking. Some very large depositors have a little advantage. But a uniform per cent interest on deposits is what they all pay and the price doesn't go up even now when everything else is soaring.

BANKERS KNOW THAT FIGHTING DOESN'T PAY

Bankers have learned that great secret: fighting does not pay. You'll always lose money in the end if you go into a fight. You can't prove to the other man that he has no right to stay in business. If the public wants to deal with him, he'll stay; and perhaps he'll be doing your business after you have died fighting him. Unless he fights back, when, the chances are, you'll both go down—fighting.

When, about fifty years ago, department stores, the great city kind, came into existence, there was a howl from all the jobbers and retailers. The jobbers lost commissions because the department

stores bought in such large quantities, that the manufacturers could not afford to ignore them. Retailers of the smaller kind were hit badly for the reason that their overhead was larger than that of the department store. Evidently, argued the jobber and the retailer, if we don't kill the department store it will kill us. But they were wrong—dead wrong. There was plenty of room for all three. There was an economic reason for each of them, hence they lived and throve—those of them who didn't fight.

Why did not the department store drive the retailer out of business? For a very simple reason: It could sell to the crowd but not to the individual; it had not, could not get and never will be able to secure the personal contact between the purchaser and the seller of the goods—the owner of the store—which is the very assence of successful retailing. All of the great department stores in one city that I am familiar with have electrical goods, yet in that city in the dry goods district there are many retailers of household electrical apparatus, lamps and appliances all of whom seem to be prosperous. They keep on doing business and this class of stores is increasing.

CONTRACTOR-DEALER IS AN ECONOMIC NECESSITY

You know the reason why. They find out what a customer wants and get it for him or break an arm in the attempt. If he wants a house wired they will do it for a moderate sum. *The contractor-dealer is an economic necessity.* He does something that the manufacturer and the jobber cannot do; he has *the personal touch*—he sells a washing machine to the home and sees to it that it is properly installed and gives satisfaction and thus creates a permanent customer of the buyer.

Does the hardware merchant pay any more attention to your remark "I can buy nails a cent a pound cheaper across the street" than to politely tell you to "go buy them?" Then why should the electrical dealer be disturbed if a customer makes a similar remark about the price of sockets?

Why start a fight simply because some one is silly enough to give away his profit?

Why start a fight to put the other fellow out of business when the result of such a fight will be the loss of money, business prosperity and friendship? *Stop Raising Cain and Co-operate!*

Western Electrical Inspectors at St. Louis, Jan. 27–29

The fifteenth annual meeting of the Western Association of Electrical Inspectors will be held at the Planters Hotel, St. Louis, Mo., on Jan. 27, 28 and 29. Reduction of hazards to life and property by better electrical construction and inspection is to be discussed, and all electrical men interested in the problem are invited to be present.

Among the papers and addresses to be presented are the following: "The Responsibility of the Electric Light Company for Safe Wiring on Customer's Premises," by T. J. Leahy, attorney, St. Louis, Mo.; "The Use of Incandescent Lamps in Dusty Places," by Chester L. Dows, National Lamp Works, Cleveland, Ohio; "The Underwriter's Viewpoint on High-Voltage Current in Buildings," by H. J. Woods, engineer, Missouri Inspection Bureau, St. Louis, Mo.; "The Elimination of Conflicts between Fire and Safety National Electrical Codes," by A. Waldschmidt, engineer, Bureau of Standards, Washington, D. C.; "Analysis of Electrical Fire Causes," by Charles H. Lum, National Board of Fire Underwriters, New York; "Regulating Electrical Appliance Hazard: (*a*) The Manufacturer's Duty," by H. J. Mauger, Edison Electric Appliance Company, Chicago, Ill.; (*b*) "The Electrical Contractor and Dealer's Duty," by A. C. Brandt, manager Electric Shop, Frank Adam Electric Company, St. Louis, Mo.; (*c*) "The Central Station's Duty," (no acceptance); (*d*) "The Electrical Inspector's Duty," by H. F. Strickland, chief electrical inspector, Hydro-Electric Power Commission of Ontario, Toronto, Ont.

F. A. Barron, engineer, General Electric Company, Schenectady, N. Y., will also present a report on the work of the technical sub-committee in revising motor, moving picture machine, and garage wiring rulings.

William S. Boyd is the secretary of the association, with offices at 175 West Jackson Boulevard, Chicago. James H. Fenton, Pierce Building, St. Louis, Mo., is in charge of local arrangements.

The Electric Heating Pad Has Endless Uses

Electrical Merchandising
The Monthly Magazine of the Electrical Trade

believes that:

1. Goods must be sold and business done at a profit.
2. Business comes to the man who goes after it.
3. Central stations must compete with other retailers at a profit.
4. The contractor-dealer must go after business if he expects to get what he deserves.
5. Discounts in the chain from manufacturer to jobber to dealer must be so adjusted that every man who has a function gets paid for it.
6. It is to the central station's interest to encourage and foster retail sales by every retail electrical dealer in its community.
7. Electrical contractor-dealers should cease selling merely wiring jobs or appliances, and sell an electrical service.
8. The electrical merchant—central-station man, as well as contractor-dealer—must analyze his business, know his costs, and adopt modern merchandising methods in both buying and selling.
9. The electrical trade must think and practice "Quality Electrical Work," using quality materials. This means that owners, architects and builders must be shown the advantages of equipping houses throughout with convenience outlets; that plugs and receptacles must be standardized; that fixtures should be equipped with standard-plug connections; that lighting outlets and switches be located with regard to the principles of good illumination and convenience; and that meter-boards be so located that meters can be read without entering the house.
10. It is the duty of every electrical man to help educate the public to use electricity and electrical devices that lighten the labor of the home, office, shop and factory. To this end we urge local newspaper advertising on the part of every dealer handling electrical appliances, and that advertising departments of local newspapers be made part of the local electrical industry.

More Electrical Items in the Newspapers

THE campaign for a more extensive advertising policy on the part of the electrical industry of California has a secondary aspect in the wider field for publicity favorable to electricity which is opened in the news columns of the newspapers of the State. Several of the newspapers have even promised a definite number of inches of news publicity for every inch of advertising published, provided real news matter can be obtained—and all are more receptive to this type of material. It is recognized that to get the best results from this good-will only news of real interest should be presented. It therefore becomes necessary for the electrical interests to see that the editors of their local newspapers are furnished with an abundance of electrical matter of the type that will benefit and interest newspaper readers.

Rate Electrical Appliances on Excellence

THE need for an independent laboratory to test appliances for effectiveness, efficiency, and safety, comes once more to the fore at a recent N. E. L. A. Commercial Section committee meeting.

The Underwriters Laboratories test devices and equipment for fire risk only, and have no official concern for efficiency or hazard to life and limb. Good Housekeeping Institute and the Tribune Institute (described in the October issue of ELECTRICAL MERCHANDISING) approve appliances chiefly for housekeeping effectiveness. Then there are testing laboratories which, for a fee, will submit a report on any aspect of any device the client orders tested. And several prominent N. E. L. A. officials have now proposed that ELECTRICAL MERCHANDISING take up the work of testing and approving appliances.

But none of these institutions can make tests, official or authoritative in character, unless it can have the sanction of the great national bodies of appliance makers, jobbers, dealers, and central stations. ELECTRICAL MERCHANDISING would like to see representatives appointed from the organizations concerned, to bring about a joint laboratory to make official tests on appliances for effectiveness, efficiency, durability, and safety.

And not only should such an official laboratory merely approve, but it should also *rate* appliances (by percentages, or by classes—A, B, C, etc.) on the above points of excellence. For it has been shown that when a laboratory merely approves and accepts—as in the case of the Underwriters Laboratory inspection of wiring devices—the tendency is to reduce all products to a single minimum level of quality; the minimum that will "pass" inspection.

Such an approval of "minimums," putting no premium on the production of quality devices, would tend to lower rather than to raise the standards of appliance manufacture, which a properly constituted testing authority should be expected to *improve*.

Let's Use Names that Have Some Definite Meaning

IN PITTSBURGH last week this headline in a local newspaper caught our eye: "Central Station May Be Moved." Doubting that the Duquesne Light Company was considering a transfer to other fields, we hurriedly "dug into" the fine-type matter of the item, only to learn that *"Pittsburgh's central police station and police court may be moved from its present site if a proposition now being considered is put through."*

To most electrical men the term "central station" means something definite—the lighting and power company. But

to the general public any such special electrical meaning of the term is totally unknown, and a "central station" brings up merely visions of a police station or a telephone-central building.

ELECTRICAL MERCHANDISING would like to see the meaningless term "central station" dropped from current electrical literature, and simple expressions like "lighting company" or "power company" used instead, in all articles in the electrical press, convention papers, and discussions. As readers have noted, MERCHANDISING follows this practice in its own pages.

We believe that the discussions in our electrical industry should be an open book to the public. At N. E. L. A. conventions and at other electrical meetings strong arguments for the position of the lighting and power company are brought from time to time, and it seems a pity to carefully conceal the whole meaning of this valuable public-relations material by using a *code word* like "central station," in place of the familiar term "power company" which everybody understands.

A Word Privately with the Reader Concerning Bill Goodwin, His Sincerity and His Purpose

By the Editor

FREQUENTLY we are asked what connection there is between *Electrical Merchandising*, and the General Electric Company and Bill Goodwin.

Of course, none.

Electrical Merchandising is an independent publication, independently owned and controlled. It is conducted conscientiously and solely to promote the best interests of the *whole* electrical industry, and with the realization that its own greatest usefulness and prosperity will come only as the whole electrical industry grows and prospers.

But *Electrical Merchandising* is backing Goodwin—just as it is backing Edward N. Hurley—and John Gibson and Sam Chase of the Westinghouse company—and Edward Rockafellow of the Western Electric Company—and Creighton Peet—and any other individual or group who visualizes and preaches the tremendous opportunity before the electrical trade right now, or who unselfishly devotes times, effort and money to leading electrical men into better ways of conducting their business.

Goodwin himself, as many know, built up a great successful jobbing company on the Pacific Coast, and became a leader in bringing about harmonious and prosperous conditions in the electrical trade there, after ten years of plugging and hammering of his "ideas."

Then, when he planned to "retire" from the electrical business three years ago, to enjoy well-earned leisure, his farm, and the income from his investments and from a dozen prosperous businesses which he still owns or shares in, somebody with broad vision "way up" in the General Electric Company got hold of Bill and urged him to come East and take a hand at improving conditions in the electrical trade as a whole.

Being game for anything, Bill came, and for the last three years the G-E company has been providing him a liberal salary and expense account while he is carrying on his educational work. Just what the G-E company is hoping to "get" out of this, has started some people to worrying. Our own guess is that the G-E company figures that Goodwin is bound to do some good and benefit the industry as a whole, and that the G-E, being the biggest fish in the puddle, is bound to get its money back or more, from its own ability to cash in on the general increased prosperity that seems bound to result.

And of course each of the rest of us will "cash in," too, in the degree that we are big enough to see and grasp the tremendous opportunity that confronts us.

BUT certainly anyone who thinks that Bill Goodwin has sacrificed his independence of thought or action to his G-E expense account has a lively awakening coming. Folks inside the G-E company frankly admit that the greatest opposition to Goodwin's ideas and his own hardest battles have been right inside his own concern. Yet no other G-E man was ever in the history of the company given such complete freedom of action from "up top" to help him win a great organization of keen, aggressive business men to his way of thinking. And Goodwin is winning them, inside the G-E, as well as outside.

Several times we have suggested to Goodwin that his work might accomplish results sooner and that he might be freer from suspicion as to motive if he were to separate himself from all connection with any of the great interests. He admits the load of suspicion and misunderstanding he has had to carry because of his corporation connection. Yet, he points out, so long as the G-E remains the biggest outfit in the electrical business the man who would work needed reforms in the electrical business as a whole must start reforming the same practices inside the G-E first of all. Whereas the reformer who tackled the problem from the outside, would be up against it from the first in penetrating the outer walls of this great corporation, which like all organizations of similar size is so often misunderstood. So Bill, who is a practical idealist, has buckled in to get the job done in the most effective and practicable way—which is the only way he knows.

So much for Goodwin's connection with *Electrical Merchandising* and the General Electric Company.

The men who know Bill Goodwin best agree that he is a marvel. In his perception, his vision, and his remarkable detailed knowledge of the electrical business—in his grasp of the problems of manufacturer, jobber, central station and contractor-dealer, he combines the mental stock of half a dozen men. In his faculty for harmonizing individuals of different beliefs, for ironing out difficulties, and for inspiring men to action, he is unique. In his power to hold electrical audiences for three or four hours at a time, pouring out a flood of sane, sensible ideas that inspire and stimulate men to progress and to act, he is certainly the most extraordinary figure that has ever come before the industry.

BLESSED with a powerful physique that defies fatigue, he goes from early morning till midnight—leading, teaching, speaking, conferring, inspiring—first one group or meeting and then another—yet always inspiring and leading—pointing to opportunities and ideals. Effort which would exhaust the ordinary man in one or two hours, Bill carries smilingly for fourteen or sixteen. And no man ever came to Goodwin with a problem that he did not get all the time and help he could ask for. His help and counsel is poured out just as freely to strangers, big or little business men, and the customers of his competitor as to his own friends and associates.

For Goodwin's joy and recompense is in this strenuous existence of reformer and teacher. His one ambition today is to see accomplished the big job of putting the electrical trade in order. And from this work nothing has swerved him, whether the discouragements of being misunderstood and opposed by big men and small; the gruelling strain of his work, or the flattering offers of positions on public utility commissions, the Federal Trade Commission, or in commercial work at fabulous incomes, four or five times his present salary.

Goodwin is tremendously in earnest, utterly unselfish, and absolutely sincere. Talk with him five minutes and you see that always his own abiding thought is to help—help somebody to do something better. Know him year in and year out and you will still find no note but that of helping, lifting, leading—with self forgotten. Personal publicity he dislikes, and *Merchandising* has "played him up" against his own protest, but because we know that the best way to "get over" a system of helpful trade philosophy is to tie it about an inspiring personality,—such a personality as Goodwin's.

Like any strong individual he has his critics, and those who misunderstand his straight-from-shoulder hitting, and his sometimes vigorous phrases. Especially was this misunderstanding apparent at the beginning of his work, but the host of suspicions that surrounded his first months in the East have now faded. And if in their turn have come a new set of suspicions, these will be disposed of also! But like the passing of these suspicions, how many doubting Thomas's of two years ago, are today the most enthusiastic workers in the common movement—which is now sweeping forward under tremendous impetus and building *a real electrical trade with electrical men in command!*

IDEAS FOR THE MAN WHO SELLS

Plans, Schemes and Methods to Increase Sale of Electrical Goods

Periodical Calls on Customers

Every customer of the Boston Edison Company having a demand of 30 kw. or more is visited every three months by a company representative, and where the demand is 50 kw. or more, a monthly call is made. Inquiries are made as to the quality of service received, condition of equipment, relations with the company, increases or decreases in connected load, etc., with the object of keeping in as close touch with customers as possible, offering them the resources of the entire organization in order that the service may be made as useful as possible.

Following Up the Prospect

Following up a prospective customer, thinks the Orchard & Wilhelm Company of Omaha, Neb., is one of the most important steps in selling, and it has accordingly perfected an elaborate "follow up" system.

Suppose, for example, Mrs. Smith comes to the store to look at electric washers. The clerk fully explains the machines, but Mrs. Smith decides that she had better bring Mr. Smith in to pass judgment upon the machine before purchasing. This is when the "follow up" system is put into operation.

In a book called the "Prospect Book" are recorded the name, phone and address of the customer, and the goods desired. Literature is then mailed with a letter telling of the company's credit system and inviting investigation.

Tickets called "work tickets" are made from the "Prospect Book," and a "follower" is sent out to see if the prospect has taken any steps in the direction of purchasing. A record of all work tickets is made in the "Work Book." If the sale is made or a decision reached either for or against the sale, a notation, "completed," is made in the "Work Book," opposite the name of the customer. These work tickets are of two types —original and duplicate. The original is taken by the "follower" and the duplicate is filed in the office. When the original is marked "complete" both original and duplicate are filed.

Any complaint which comes in is recorded on the work tickets, and a record entered in the "Work Book." When adjusted, they are then checked off as "complete" and filed with the duplicate in the office.

This system, the company declares, makes it impossible to lose a customer, because each ticket and book check up all the others.

Make Your Appeal to the Owner of Unimproved Dwellings!

There are a thousand and one angles from which to attack your problem of advertising. Shall the ad, for example, show pictorially what work the contractor has already done, what well-known buildings he has wired, what leading townsmen think of his work? Shall it dilate on the convenience and utility of electricity in general? Or shall it be a mere colorless announcement that such and such a company is ready to do wiring?

A somewhat unusual line of advertising is suggested by the accompanying illustration, showing an ad of the United Electric Light & Power Company of New York City. "Will Unimproved Dwellings Go Begging?" is the heading and theme of the ad, text and picture. The sketch at the top shows a modern, high-grade apartment house, wired, marked "No Vacancies"—and at the right two smaller, dreary-looking buildings, marked "To Let." The text of the ad amplifies the suggestion of the picture by pointing out that the period of renewed building construction is approaching, that tenants will seek the homes equipped with all modern conveniences, and that the unimproved dwelling will, in truth, "go begging." One short paragraph summarizes the ways in which the whole tone of an apartment house is improved by the installation of electricity.

Quiet, forceful and thought-provoking, this ad suggests a line of advertising which is gradually winning favor with central stations and contractors throughout the country.

An ad that every owner of an unimproved building will read—and think over.

For the Price of a Street Car Ride

BY W. B. STODDARD

An excellent way of emphasizing the moderate price of electrical lighting was adopted by the Electric Lighting Supply Co., Los Angeles, Calif. They had printed a large quantity of cards—just the size to conveniently slip into an envelope—on which was printed in large letters:

FOR FIVE CENTS

The Price of a Street Car Ride

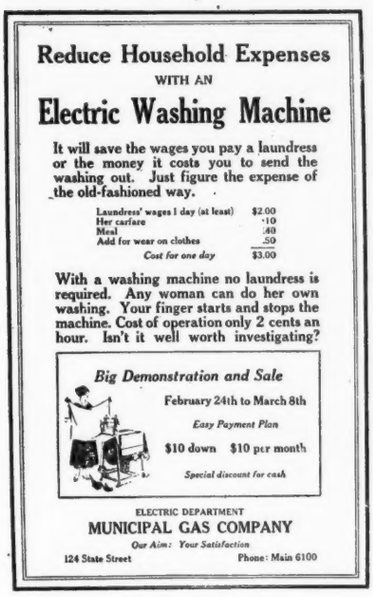
YOU CAN — light an average room with Mazda lamps three hours a night for six nights. Expert advice on residence, store and shop lighting will be cheerfully furnished by specialists, on application to us.

ELECTRIC LIGHTING SUPPLY CO.,
Los Angeles.

On the other side of the card was tabulated the cost of every size and quality of mazda light for home or office. One of these cards was enclosed with every letter mailed and with every package sent out, thus spreading the gospel of moderate price and efficient service to every portion of the city.

In their store they utilized the

Don't Stint the Advertising End of Your February Washer Campaign!



Demonstrations, window displays, circulars and house-to-house work all have their share in achieving success for an intensive electric washer campaign—but for effectiveness in reaching the general public not one of them equals the newspaper ad. At least, that was evidently the idea of the electric department of the Municipal Gas Company of Albany, N. Y., which worked jointly with the Albany contractor-dealers' association last February to produce the biggest selling boom in electric washers which that city had ever had.

waste space on top of their wall shelves by installing thereon a number of cabinets with glass fronts. These were lined with steel blue cloth, and at the top of each cabinet was a bulb with green reflector, so that the light, instead of striking the beholder in the eye, was deflected upon the merchandise displayed. In each cabinet was a single specimen of electric merchandise—percolator, chafing dish, toaster, curling iron, hot water heater, etc. In the lower corner of the cabinet was a card, on which was printed, in figures large enough to be plainly read by the customer in front of the counter, the price of same.

Concentrating Letters on One Street

At Portland, Me., one of the best appliance salesmen writes letters on the same day to prospects or customers on the same street, and thus in filling later appointments or in following up inquiries, he saves time.

In one month he sold thirty one vacuum cleaners, six grills and ten irons. He carries a few lamps and two-way outlets, pliers, tape, etc., for very light simple repairs. In three hours recently this man sold $33 worth of lamps. Customers bringing appliances to the office are charged for repairs: on irons, 50 cents for a new plug and 25 cents for labor. Customers bring and call for appliances.

Limit Meter Readers to Own Job

It was generally agreed at the recent Augusta (Me.) central station conference, that meter readers, at least on the larger central station systems, should preferably confine themselves to meter-reading work alone. On smaller systems, the meter reader may be a useful adjunct to the sales department. In the larger companies the number of meters to be read in a day is so great that little time exists for the exploitation of appliances; these employees are seldom sufficiently trained in commercial methods and company policies to produce the best results in attempting to extend company business, and sometimes are actually injurious to a company's relations with the public.

Make Your Guarantee Slips Cordial

BY C. L. FUNNELL

Many electric shops make a point of inclosing with each package of goods sold, a printed slip which means to say, "We believe this is worth all you paid for it, and that it will do all you can expect it to do, and if it isn't or doesn't we'll make good."

That is a fine plan. Its effect upon Friend Consumer, however, depends almost entirely on how that little printed slip tells its story.

Suppose you bought a garden rake and received with it a guarantee that read like this:

We guarantee that this rake will function successfully for a period of six months, no one of which is to contain more than thirty-one days, and in the event that it fails we will replace it free of charge provided:

1. That said failure shall have been proved to the satisfaction of the president, secretary and night watchman of this company.
2. That said rake has been operated by a person fully qualified by education and temperament to use it properly.
3. That said utensil has not been used to

(a) Stir homemade root beer
(b) Pick chickens
(c) Comb beaches
(d) Exterminate Reds or other reptiles.

That isn't a guarantee—it's an oration in the subjunctive.

On the other hand, suppose instead of filling a guarantee full of "ifs" and "provideds" and "on conditions," the writers of the money-back literature use a bit of human cordiality and make a real friend of the reader. Then the little printed slip graduates into the salesman class.

For example, a guarantee for electric appliances might be expressed this way:

We believe in our goods; that's why we offer them for sale.

Our appliances are in the habit of doing all we claim for them; that's why we keep on selling them.

If this one fails to give you the kind or amount of service you think it should, please bring it right back and give us a chance to make good on it.

Cordially yours,
MAKEGOOD ELECTRIC CO.

HINTS FOR THE CONTRACTOR

Ideas on Estimating, Stock Keeping, Shop and Construction Methods, and Collections

Going Out After New Business

BY CECIL JOHNSTON

Some electrical dealers are of the opinion that their business is limited in appliance selling to the women who come into the store for an iron, toaster, or cleaner. This is not the case of a dealer in a Western city who lets the clerk take care of the store and spends most of his own time out hunting "big business."

The other day he was walking past a large wholesale coffee and tea house. He knew the concern would not be interested in purchasing a hundred percolators, but, anyway, could they use a ——?

"Is the sales manager in?" he inquired at the information desk.

"Yes, what is your business please. Mr. Brown is very busy this morning," came the reply.

"Tell Mr. Brown I'm very much interested in that coffee and tea he is extensively advertising."

As it happened, Mr. Brown was gruff, the type "not interested in anything," and our dealer was not in the habit of arguing about things.

ONE IDEA.—AND THIRTY IMMERSION HEATERS SOLD!

"Mr. Brown, just how many salesman have you on the road now? Don't think for a moment that I am here to sell you life insurance, for I am interested in everything that will help build up this community."

"At present we have twenty-one salesman covering three states, but just as soon as possible I want to put out ten more at least."

To make a long story short, Mr. Electrical Dealer convinced Brown that each salesman should carry an electrical immersion heater in order to demonstrate the excellent qualities of the tea. The immersion heater was small and consequently would not take up any extra space.

Brown ordered thirty heaters, each with 20 ft. of extra cord, and when the transaction was completed the check was well worth looking at twice, for it represented "new business."

Another case of "new business" recently closed was that of heating a small church. It used to take all the Sunday collections to pay the janitor his overtime for getting up steam for the three hours of services each week, and all the coal used in that town was of the soft variety.

Mr Dealer went to the trustees with figures showing that they could heat the church with electricity, with a saving of more than 50 per cent each season, and that in two seasons the saving would be more than the cost of installation.

ANOTHER IDEA.—AND TWENTY RADIANT HEATERS!

Under each pew was installed a small 600-watt radiant heater. The heat rays were thrown to the person occupying the pew just in back. Twenty heaters in all were installed, and will prove a dozen times more satisfactory than steam. When the services are over off goes the switch —the expense is stopped instantaneously.

Small confectionery stores have not the capital or the need for large ranges or water heaters for preparing hot chocolate, etc. Why not sell them a three-heat grill and a nine-cup percolator? I have sold dozens of them for dealers, and when I return to the towns and inquire how they are working, always get the reply "fine."

Red and Green Lights to Flag Tireless Speakers

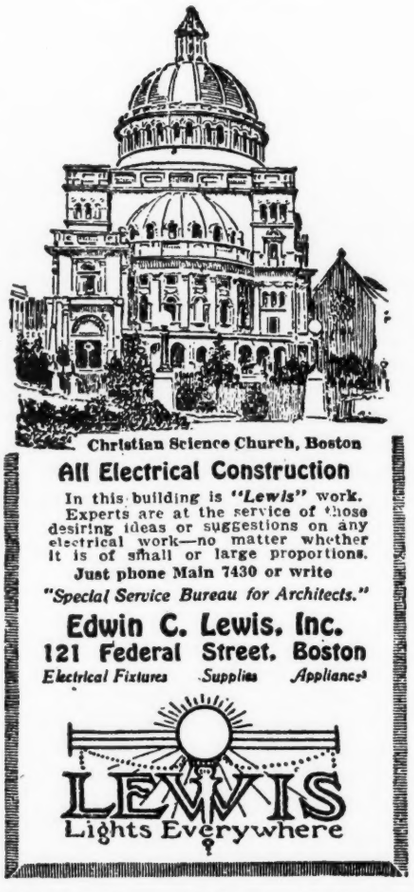
BY JOHN J. BROWN

To keep convention discussions brief and interesting, some way of flagging lengthy speakers is often useful. One of the best safeguards against too-long impromptu addresses is a pair of lamps, one red and the other frosted—white or green.

Before opening the discussion, the chairman explains that each speaker will be given, say, five minutes. At the end of the first four minutes, the white or green lamp is lighted, and remains burning as a silent but effective reminder to the speaker that he should wind up what he has to say in the next sixty seconds. At the end of the fifth minute, the red light is turned on, announcing to both speaker and audience that the five minutes are positively up and it is time for another man to have the floor.

The lamps should be placed in a prominent position on the platform, in plain view of the audience, while the switches may be in the hand of the chairman or secretary, who should be provided with a stop watch to insure impartial timing. Besides using these signal lamps for electrical conventions, the contractor can offer them to other meetings in his city, and will find the idea to be very acceptable, for all the long-winded convention talkers are not confined to the electrical industry.

Buildings Already Lighted Are Best Ad, Thinks Boston Contractor



"All electrical construction in this building is Lewis work," says this Boston contractor, under a picture of the Christian Science Church, which heads his small newspaper ad. He has discovered a fact that many contractors don't seem to know —that people are impressed by examples of work already done, and that surprisingly few of them know who did the electrical construction work for their finest buildings. This contractor believes that his best advertisement is the work he's already done

Progressive Appliance Installations

Canvassing prospects by particular appliances works well. The order of appliance introduction in one case was: iron, toaster, grill, heating pad, vacuum cleaner, washer, dish washer.

In this same Massachusetts central station the commercial manager watched the papers for news of illness, and with a heating pad tucked under his arm, called at the residence on his way home to inquire about the patient. Many sales of pads resulted on the suggestion that "perhaps the pad I'm taking home might come in handy for the patient."

Another central station man, after selling a washer or cleaner, calls at the house with an oil can and a few tools in about four weeks, asking if the appliance works all right. Additional appliance sales are thus often made. Central stations do well to advertise and ask customers to bring in old appliances for repairs.

Seeking a Solution for the Problem of Window Reflections

BY J. E. BULLARD

Have you ever counted the times you've been annoyed, in trying to look into a show window from the street, by the reflections on the window glass? They're very accurate, it is true, these reflections—they give a fine view of the street, of passers-by, and of the buildings opposite. But they almost totally obscure just what you want to see—what is behind the window. Unless you take your position very carefully and look through the glass at just the proper angle and just the proper distance, you are not likely to see anything of the interior of the display room.

AUTOMOBILE DISPLAYS SUCCESSFULLY ILLUMINATED BY FLOODLIGHTS

Automobile dealers particularly have recognized the value of their display windows, and have spared no expense in fitting them up. At night, when the electric lights are turned on, passers-by cannot fail to be impressed by the display. In the day, however, the automobile windows are usually the "blindest" on the street, because of the window reflections, and for all the advertising they give might as well not exist.

Long study of the problem has not as yet brought any complete solution. The most satisfactory method, however, has been found to be floodlighting the window from at least four sources—and here is where the chance for the electrical man comes in.

FLOODLIGHTING THE WINDOW FROM FOUR SOURCES

Let the light units be placed in the four corners of the window and focused upon the automobiles, and if lamps of sufficient candle power are used, the car will stand out so clearly that the window reflections, although they will not disappear entirely, will be reduced considerably. No artificial light, it is true, can even hope to rival outside sunlight. The most that can be claimed for floodlighting is that it minimizes the strength of the window reflections—sometimes even eliminating them altogether.

Combine floodlighting with the use of light backgrounds, against which the automobile may be silhouetted, and the electrical lighting man will not have a hard time showing the dealer how his window displays may work for him throughout the day as well as at night.

To Combat Industrial Unrest

When Bill Swapped Jobs With the Boss

HE FOUND that the "Old Man" really worked for a living.

Bill, in his old job, could pretty nearly tell in advance just what would be coming to him in the way of work from one day to another. He found that the Old Man doesn't know what is coming to him, or coming at him, from one minute to the next.

Bill found, when he swapped jobs with the boss, that a thousand and one people seemed to be sitting up all night figuring out a way to go him one better.

Bill found that his competitors were just about as slow to take business away from him as Willie is to take candy from little brother.

He found that the boss has to look two years ahead. If he doesn't the business gets two years behind, and then—good night!

He found that it's hard to *get* business when business is poor and to *hold* business when business is good and the shop jammed with orders and customers cussing delayed shipments.

Bill found that it is even harder to make sure of money than to get business, that lots of people will give you an order without a struggle and then fight like blazes before they pay for it.

Bill found that he had to sharpen up for a real scrap every time he went to the bank for a loan to meet the pay-roll, every time he placed an order for materials, and every time he needed extra cars to carry away the product.

He found that between the salesmen on the road, the credit men, the foreign agents, the home agents, the insurance men, the collectors, the bookkeepers and the bankers, the people who sell machinery, supplies and materials, the government tax collectors, the the customers and the possible customers—the old man has a lot more to think and worry about *outside* the plant than he has inside of it. And that's going some.

Bill found that as far as the cost of doing business is concerned, it takes considerably more money to meet these outside expenses, and interest, depreciation, bad debts, power, light and heat, maintenance, repairs, new machinery, supplies, legal services, loans and a hundred other things, than it does to meet the pay-roll and pay for the materials that go into the product.

After Bill had found some of these things out he said, "Me for the old job with a full day's work and a full night's sleep!"

Bill can tell the world that the Old Man works for a living.

To combat industrial unrest and the Bolshevik propaganda which is being assiduously spread in the United States by agents of the "Reds," a bureau for disseminating sane and anti-radical literature among employers of industrial companies, has been organized by J. H. Van Deventer, former editor of the *American Machinist*, and Harry E. Cleland, at one time business manager of ELECTRICAL MERCHANDISING. Mr. Van Deventer and Mr. Cleland have resigned from the McGraw-Hill Company to form Cleland, Inc., 48 E. 41st Street, New York City, and will issue posters (of which the above is a sample), booklets, leaflets, speeches and a monthly bulletin, "Industrial Relations," designed to reach both executives and the workers in the ranks.

Graphic Construction Layouts

By William E. Bliss

In making layouts and estimates for short pole lines, such as are sometimes constructed between buildings of institutions, a little model of the pole line can be laid out, using pins, needles or tacks to represent the poles. This method can be used to advantage not only in diagrams for line construction, but can also be utilized in plots of interior wiring installations, as will be outlined. Line construction engineers frequently make graphic plots of pole lines which are being laid out, by inserting pins or needles which represent poles, in a map or plot, of the territory to be traversed by the pole line, which has been tacked on a drafting board. Fig. 1 shows three needles thus driven in a map to represent poles. Pins of different heights or of different colored heads are used to indicate poles of different sizes, so that when the graphic plot has been completed the designer has in front of him a miniature representation, to scale, of the line which he proposes to construct. In many cases this method has been found a most convenient one, because it is easier to compile a bill of material from the miniature "pin" pole line than it is from a mere drawing, and errors are not so likely to occur.

The process of inserting the pins or needles, which represent poles, by hand through a map into a drawing board becomes very tedious and sometimes painful. Consequently the driver shown in Figs. 1 and 2 was designed to minimize the physical effort necessary to place a pin. The driver has the further advantages that it will drive needles as well as pins and that it will drive either perpendicularly into the board without bending it. Fig. 1 shows a perspective view of the driver in use, inserting needles in a plot tacked to a drawing board. Two needles have already been placed and one is in place in the driver, ready to be driven. On the head of the first needle a small celluloid flag with the figure "27" on it has been placed, indicating that the pole which the needle represents is to extend 27 ft. out of the ground. When it is desired to insert a needle into the drawing board with the driver the needle is placed in the hole *B* and the knurled head of the tool is pushed down, forcing the needle into the wood.

The body of the driver is, as shown in the detail of Fig. 2, made of brass and can be machined out of a solid block, or cast from a suitable wooden pattern. The plunger stem and the sleeve stop, *M*, which is held on the stem witn a pin, are of hardened steel and both are magnetized so that they will hold the needle up, clear of the paper. An adjustable gage is provided, which permits the designer to space the needles regularly along the drawing board. The gage consists of a length of brass wire, bent into a U form. The two legs of the U slide through holes drilled for their accommodation in the base of the driver. A conical-point set screw, turning in a hole tapped in the base, provides a means for clamping the guide in any position desired. A piece of sheet brass, formed as shown in Fig. 2 and having a V-notch in its outer edge, is soldered to the U-shaped wire comprising the gage. In use, the V-notch engages the last needle inserted and insures that the distance between it and the next needle will be that for which the gage is set.

Where the map used for the plot is to a scale of 200 ft. to the inch, 0.88 in. is the proper spacing for thirty poles to the mile and 0.66 in. is that for forty poles to the mile. Similarly a model of the distribution circuits in a building, plant or city can be arranged. Cords or threads of various colors may be used to represent different circuits. For example, black thread can be used to represent single-phase circuits, red for three-phase 2400-volt circuits and blue thread for signal circuits. Tacks of different shapes or colors can be used as symbols for motors, transformers, lamp loads, distribution centers, and the like.

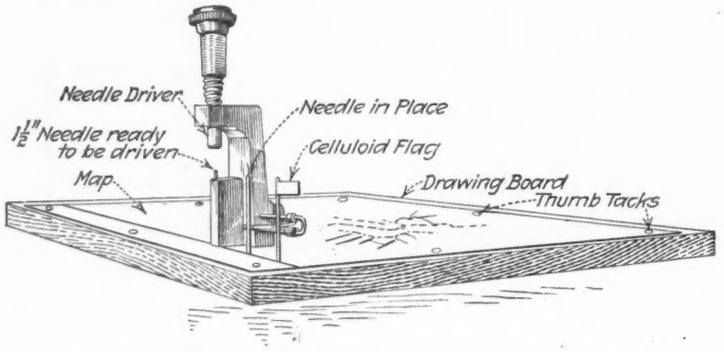


Fig. 1—The needle driver in place on the drawing board. It is easier to compile a bill of material from such a model layout than from a mere drawing, and mistakes are less likely to occur.

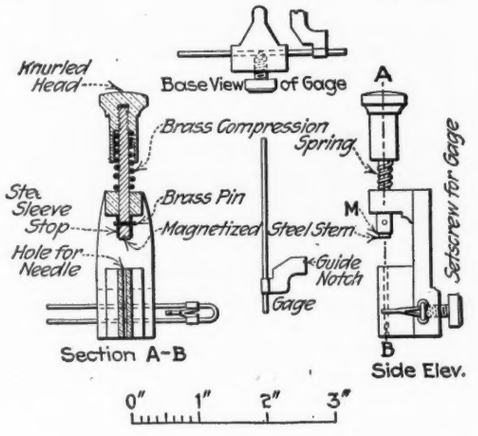


Fig. 2 — Construction of device for driving needles into drawing board to represent poles, in model layout for pole-line between buildings.

$IDEA

A Novel Refund Plan

By L. F. MANN

As a means of focusing the public eye on his place of business, as well as actually stimulating sales, a prominent Indiana dealer advertised that for a period of sixty days he would give with each purchase a coupon specifying the amount of money spent, and that these coupons, when returned at the end of the sixty-day limit, would be redeemed at one-tenth their face value. Those having $10 worth or more were given bank books showing deposits of the respective amounts to which they were entitled, in the State bank of that town. Those whose purchases failed to reach the $10 mark were privileged to apply their coupons on the purchase of any article in the store within thirty days.

The merchant says that this proved a splendid trade winner, that he added a lot of new customers and increased the patronage of old ones. Many purchases were made during this period which might have otherwise been postponed indefinitely. The bankers liked the idea, too, for it started a lot of new depositors whom they perhaps would have secured in no other way.

LIGHTING SALES METHODS

Items of Experience and Good Advice in Lighting Practice

The Lighting-Fixture With an Aim

BY M. LUCKIESH

I go into a fixture store as a prospective purchaser of fixtures. The salesman leads me among a vast, chaotic forest of fixtures. He talks of prices, popularity, styles, and finish until it dawns upon me that he is selling objects—supposedly artistic objects—fabricated from metal, glass and textiles.

He hasn't asked me much of anything pertaining to my house; in fact, he isn't interested apparently in lighting my home. His remarks have little or nothing to do with lighting principles as embodied in the objects which he is discussing and have nothing to do with lighting effects.

A variety of lighting effects is obtainable from the lighting fixtures on display and surely some of these must be more appropriate than others. Am I supposed to choose fixtures which appeal to me as appropriate objects and to be satisfied with the lighting effects no matter how incongruous they may be in relation to the effects of the decorative schemes in my rooms? Then it occurs to me that the salesman's talking points for this fixture compared with that one are confined to price, popularity, finish and styles. But I am not so much concerned with purchasing beautiful objects as I am with obtaining lighting effects which harmonize with the psychological effects which I am striving to obtain with decoration and furnishing. Then it occurs to me to examine the individual aims of the myriads of fixtures with which I am greeted and soon the light of understanding begins to glow. Possibly the salesman does not discuss lighting effects *because he has not appreciated that a lighting fixture is in general a means to an end.* Possibly he avoids a discussion of lighting effects because most fixtures are rather aimless in this respect. The decorator and furnisher obtain artistic or psychological effects by distributions of light, shade and color. Light from fixtures as it is sprayed upon different areas of a room may enhance these effects or it may counteract them. The distribution of light always influences and often determines very largely the light and shade effect; and the color of the shades may tint the light so that the effect may or may not be harmonious. With these thoughts in mind I examine the vast variety of fixtures and conclude that few of them have definite aims. The reason, then, is clear why the salesman confines his remarks to price, finish, popularity and fixture styles.

Fixtures, in general, differ from each other largely in these respects alone.

But how easy it would be to muster forceful talking points for fixtures which possess definite lighting aims. They would sell so readily among the vast throng of aimless fixtures. There are invariable fundamental lighting principles even in the field of artistic or psychological lighting, and the fixture designer's salvation lies in clothing these in various changeable styles.

Selling the New White Mazda

A waste basket full of cast-off "specs," nose glasses, etc., formed the central figure in a window display intended to sell the new white glareless Mazda lamps in the display room of the Indiana Railways & Light Company, Kokomo, Ind. To accompany this display O. M. Booher, commercial manager of the company, placed beside the waste basket a legibly lettered card which read: "The former owners of these discarded 'specs' bought the new glareless white ray lamps. They don't need their glasses now." This simple stunt doubled Mr. Booher's sales of white lamps. The display did not cost much because he had borrowed the spectacles from his friends, the opticians, in town.

Good Home Lighting Display at California Land Show

At the California Industries and Land Show, held last month in the Civic Auditorium, San Francisco, several notable exhibits were installed which were of interest to electrical merchandisers. Public attention was drawn to the desirability of better lighting in the home, shop, factory and show window, by this mode living room 16 ft. x 24 ft. in size, completely furnished, and showing by actual demonstration how better lighting can be attained with Mazda lamps properly equipped with modern reflectors and electrical furnishings. All of the products displayed were made in California. Majestic heaters were exhibited in an attractive manner, and another excellent display was that of the Johnson electric washer, manufactured in San Francisco.

Are You Thinking of Remodeling Your Store Interior?

BY LIDDA KAY

If you aren't satisfied with your store interior and are planning to remodel it on more up-to-date lines, the experience of a Vancouver (B. C.) dealer may have some suggestions for you. The store is that of the Electric Supply & Contracting Company, the proprietors of which are A. Churchland, R. V. Perry, and E. Brettell. Some idea of the results of their combined efforts to remodel their store may be had from the accompanying illustration.

The first step the "three partners" took was to vote $1,000 for the remodeling. Only one side of the room has been tackled so far. All the tables, shelves and cases on this side were torn out, and along the wall was built an attractive wall case of solid Australian gumwood for the display of portable lamps. This case is 72 ft. long, and is made in six sections so joined together that the joints cannot be seen. The cases are divided into compartments for the individual display of the portables. The two cases near the front of the store are built to hold the larger types of lamps, the compartments measuring 26 in. in height, 23 in. in width, and 18 in. in depth. The two middle cases are glass inclosed, to display portables with silk shades and glass shades for chandeliers. The two cases near the rear of the store have smaller compartments, to display medium-sized portables.

The lighting of each case is controlled by its own switches. The extension cords from the portables drop through holes at the back of the shelf to the metal moulding receptacles beneath the main shelf. Each portable, of course, may be lighted as required.

Beneath the entire length of the case are a number of cupboards for the storage of surplus portables, indirect bowls and other merchandise.

Individual compartments for the display of portable lamps were one of the first things decided upon by the owners of the Electric Supply & Contracting Company of Vancouver, B. C., when they were planning to remodel their store. Only one side of the store has been touched so far—the "three partners" are planning to tackle the other side next spring.

Do You Sell Burglar Lighting?

The contractor-dealer has often advanced the argument to prospective customers that an adequately lighted house is free from burglars. This statement has recently been concurred in by the merchants of Ogden, Utah, who contemplate a general lighting of the rears of their store buildings as a precaution against theft. Do your customers know how light protects?

New Brooklyn Store to Have Elaborate Period Fixture Rooms

To Brooklyn will fall the honor of having one of the largest retail house-furnishing stores in the United States, if the plans of Louis Zises bear fruit. Mr. Zises, who ten years ago began his business career selling crockery and other house furnishings in a store 18 ft. x 25 ft., has just bought the corner building at Kossuth Place, Brooklyn, formerly occupied by the public market, which has a floor area of more than 50,000 sq.ft. The building cost $80,000, and to renovate and equip it, Mr. Zises estimates, an expenditure of $200,000 will be necessary. The new establishment will be called "The Lectrolier."

Probably the most ambitious plans are being made for the lighting fixture department. This, according to Mr. Zises, will be a series of fifteen large showrooms, or rather "show places," each wired for demonstrating purposes by a method originated by Mr. Zises. These rooms will be furnished to conform with the style or period of the lighting fixture shown. For example, there will be a living room in which a Gothic fixture is featured, and in which, consequently, all the furniture, rugs, draperies, bric-a-brac, will be Gothic in design. A Louis XVI room and other period rooms will be included in the suite, all of which will form appropriate settings for the fixture to be featured.

A few of these fixture rooms will be used to exhibit boudoir, floor, library, reading, desk and decorative lamps. The fixture department, however, will be only a small part of the establishment, which will have other housefurnishing departments.

Evening Hours for Solicitation

From 7 p.m. to 11 p.m. have been found the best hours for house-wiring solicitation, according to one sales manager. After 9.30 p.m. calls are made only by appointment. Evening work along these lines reduces the number of calls per job 50 per cent. At New Orleans, by special effort, 90 per cent of the house-wiring jobs were closed on the first call during a campaign.

Great Possibilities in Wiring Show Windows for Daytime Lighting

BY S. N. CLARKSON

Contractors, central stations and merchants will all make more money if storekeepers generally can be induced to artificially illuminate their show windows during the day time. One store that tried the experiment found that more goods were sold by showing them in the the artificially illuminated window than by advertising the goods in the daily press. Showing them in the window was also much cheaper, as it only increased the lighting bill about $500 per year, whereas the newspaper advertising cost $10,000 per annum. This merchant considered it a cheap way to get the equivalent of another window on the opposite side of the street not only in the evening but in the daytime when people can come into the store and buy.

This experience was quoted by Norman MacBeth, of New York, at the annual convention of the Illuminating Engineering Society in Chicago. He went on to say that windows which are to be lighted during the daytime require about five times the normal intensity of illumination. This means more business for contractors and dealers. The large increase in illuminating intensities often results in excessive heating in the windows. When this is the case a special means of ventilation must be provided, which means another job for the contractor.

Make a Lighting Sales Scrapbook

Every purchaser of a farm-lighting plant is—or should be—a friend of the dealer who makes the sale, and, with a little persuasion, can be made to sell other friends on the idea. A scrapbook, either for the counter or for the outside salesman, is one of the best ways to capitalize this good-will. A pocket camera, a scrapbook and paste are all you will need to make a record of the installation, a view of the home and farm, and the applications made of the service in the house and on the farm. This scrapbook, accompanied by written indorsements of the users, will be helpful in inducing other prospects to become purchasers—especially if the users are well known in the community. Incidentally, the work of compiling this scrapbook is aided by the fact that the average farmer is usually more than willing to have his progressiveness advertised in this manner.

The same idea can be applied equally well, of course, to lighting installations and fixture jobs in city homes.

Your Competitor's Installation

BY GEORGE K. JACKSON

No farm-plant agent can get all of the business in his territory. Competitors are sure to make a few plant sales. But that is no reason, in the opinion of an Iona agent, why the salesman who loses the business should stop calling on that particular farmer. Quite to the contrary, it is the very reason why he should continue to call. When once the farmer has a plant anyone has a chance to sell him electrical appliances. The Iona agent follows this idea, selling only the best grade of appliances to the owners of competing plants. He figures that some day he will sell his plant to replace the competitor's largely because the high-grade appliances will make a reputation for reliability that will extend to his complete line of goods, including his lighting plant.

A Foot-Candle Jingle

One little foot-candle, two little foot-candles,
Three little foot-candles we

Can do just a little, but only just a little,
To light up your fac-to-ree.

But twenty little foot-candles, properly applied,
Will double up your output and do a lot beside.

So jack up the foot-candles in every fac-to-ry,
And we'll cut the cost of living and all go on a spree.

This was contributed by L. B. Marks of New York for the edification of those present at the Illuminating Engineering Society's banquet at Chicago in October.

Plan Your Fixture Ceiling to Eliminate Future Worry

One of the perplexing problems confronting the new dealer just planning the equipment for his store, is the space—particularly the ceiling space—for displaying lighting fixtures. A satisfactory method is shown in the store here illustrated, which has a double ceiling built across the width of the store in the rear, about 2 ft. below the real ceiling. In the fixture room thus formed, ceiling fixtures are suspended from the ceiling, bracket lights are displayed on neat paneled walls, and portable lamps on tables. Albert E. Heustis is the proprietor of this store, which was recently opened at 451 Main Street, Fitchburg, Mass.

Show Window, Counter, Mail Advertising and Specialty

DEALER HELPS

What the Manufacturer Offers to Help You Get More Trade

A Fixture Manufacturer's Contribution to the Literature of Home Decoration

Just once in a long, long while, an electrical manufacturer—or jobber—produces something in the way of literature that does justice to the humanity-serving opportunities of electricity in the home.

Then we have a piece of literature that will readily take its place, outside of the trade field, in the homes and libraries and art schools of the land. Sometimes it will mark an epoch in its particular field. Sometimes it will sum up, as no outsider could, the features of the picture it presents. It may be only a booklet, a folder, a dealer help, a manufacturer's word for his products—but in artistic merit as well as in its presentation of facts, it will be hailed as a masterpiece of its kind.

Such a product is the booklet prepared for distribution to its New England dealers by the Pettingell-Andrews Company of Boston. It is called "The Relation of Electricity to the Proper Planning of the Home."

In brief, it is a book of electrical suggestions to home owners and home builders concerning the possibilities for added beauty, harmony, convenience, comfort and economy in their homes. In showing the advantages in lighting and in using appliances to be obtained through proper planning of the wiring, it embodies a plea for foresight and the lightening of home tasks by the installation of convenience outlets. And it sounds the warning that "when this forethought is not exercised, the home-builder is confronted at a later date with unwelcome difficulties, such as going to the additional expense of having the house rewired, or else accepting the disappo nting and dissatisfying alternative of restricted selection from only such fixtures as may be available for the unsuitable and inadequate outlets provided."

Outlet Suggestions Pictorially Presented

To express these ideas more graphically and to offer helpful suggestions of a concrete character, a number of exquisite sketches are presented, of home-like and charming interiors beautified and modernized by the proper use of electricity. For example, there is an early English living room, lighted with harmonious and carefully placed fixtures, brackets and lamps, and with the carefully selected points for outlets for lamps, fans, vacuum cleaner and other appliances all indicated.

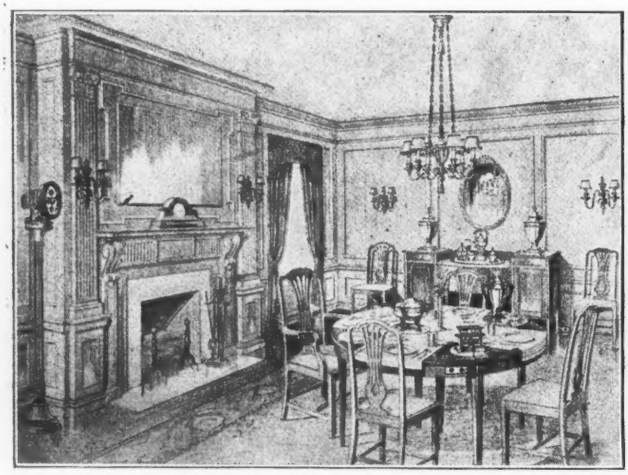
Dining room, hall, bed rooms, nursery, kitchen and laundry are similarly sketched. Each picture is repeated on the opposite page the second time with the electrical equipment and outlets heavily outlined for the convenience of the reader. Detalled descriptions and specifications for the electrical equipment accompany each pair of sketches, as well as plans for the rooms.

A Book of Industrial Lighting Requirements, and How to Meet Them

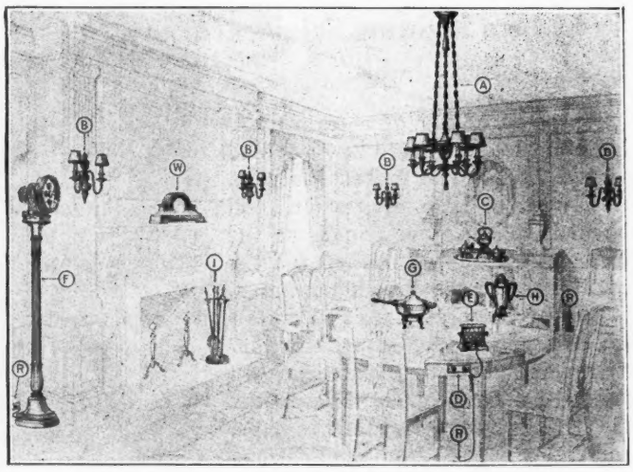
The Benjamin Electric Manufacturing Company of Chicago is publishing a book on industrial lighting that embodies much practical information for applying the principles laid down by illuminating engineers in the lighting of buildings and areas devoted to industrial uses. The book has been prepared to aid anyone whose objective is the attainment of correct industrial lighting. It is a response to the demand of all departments of industry, seeking to raise standards of production, reduce accidents, and spoilage, and to make the task of the worker more acceptable through the application of higher lighting intensities.

The considerations governing the selection of lamps and reflectors are explained in simple terms. There is a chapter on general illuminating information, with tables and definitions which reduce to simple terms the complex formulæ out of which correct deductions with regard to the specification of lamps and fixtures are resolved. One table gives the foot-candle intensities desirable as worked out from the best opinions of illuminating engineers and physicists, and a complete presentation of the electrical symbols used on architect's drawings.

A feature of unusual interest is the charts of industrial fixtures which pre-



This is the Georgian dining room illustrating harmony of fixtures and convenient arrangements for electrical equipment, in the new Pettingell-Andrews booklet, "The Relation of Electricity to Proper Planning of the Home."



Note how the heavy outlining in the second sketch throws into relief the electrical fixtures and appliances. Living room, bed room, nall, nursery, kitchen and laundrarey similarly sketched.

sent a study of reflector contour, light distribution diagram and lamp, so that the specification for any particular use is easily arrived at without recourse to any data other than that given in this book. Numerous examples of industrial lighting requirements, with actual photographic reproductions of results, add to the usefulness of the book.

A Book of Pictures that Tell the Story of Electrical Laundering

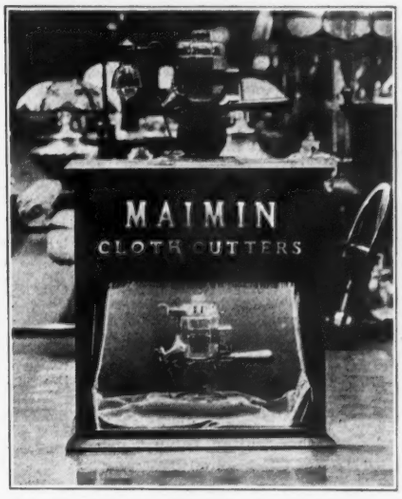
A photographic story of the "ideal way" in modern home laundering—that is the chief claim to distinction of a handsome new booklet now being distributed by the Brokaw-Eden Company, New York, manufacturers of the Eden washing machines. Dainty and very feminine in its appeal, the booklet, cover and pages, is dark brown throughout. A lace motif, appearing on each page, is a constant reminder that even the most delicate fabrics are safely laundered "the ideal way." The pages are a succession of twelve photographs showing, step by step, the Eden washer in use—how the clothes are first soaked, how a touch of the hand starts the washing, how the clothes are guided through the wringer, and so on. A brief foreword reads: "Picture yourself in the place of the girl in these unretouched photographs—and then stop and think that you can do your own washing just as quickly, easily and daintily with the Eden."

"Two Million of 'Em—And Still Going"

The Cutler-Hammer Manufacturing Company of Milwaukee, Wis., reports that the demand for its ten or twelve folders, which it has prepared in connection with other forms of dealer helps, has reached such proportions that the editions have totalled nearly two million copies. These folders have not in any instance been mailed broadcast, but have been furnished to dealers, jobbers and central stations with their imprint upon specific request. Two of the latest folders issued are entitled, "It Tells Me What I Want to Know"—one in the regular size (3½ by 6 in.) and the other a miniature of the larger. The effect, the Cutler-Hammer Company points out, has been to increase not only the sale of 70-50 switches but also the use of heating appliances in general.

A New Display Case Sign for Your Counter or Show Window

Of the many types of electrical advertising devices now on the market for display purposes in the show windows and interiors of retail stores, one of the most recent and promising is the new type of display case sign manufactured by the Viking Sign Company, 560 Seventh Avenue, New York City. This case is small, substantial, and attractive in appearance, and can be used effectively in a display window or on the counter inside. As the picture shows, the opening in front of the box provides space for the display of any electrical appliance of average size, from a chafing dish to a cloth cutter. The light is concentrated on the appliance within the opening, and at the same time the device is equipped with an electric sign featuring the name of the manufacturer, of the retailer, of the article, or of the price, as the dealer may choose. The name can be easily changed from time to time. The retailer who uses it for his own purposes can obtain the fixture designed for the Viking interchangeable letter units, each letter in a separate metal plate.



This new electric display device concentrates attention not only on the appliance in the opening but on the electric sign above, which may be changed by the dealer at will.

Fixture Manufacturers, Attention! Here's the Last Call for the Big Show in February

Charles H. Hofrichter, secretary of the Fixture Manufacturers' Council, reports that display booths are being rapidly engaged for the big February show of lighting fixture manufacturers in Detroit. Some space is still available, and manufacturers wanting space should act promptly if they wish to exhibit, warns Mr. Hofrichter.

"The Lamp of a Thousand Uses"—In Spanish and English

The Wizard Electric Lamp Company of San Francisco, Cal., is issuing small folders descriptive of the Wizard electric portable lamp—"the lamp that you can hang, stand, clamp, stick, sit, anywhere." The folders can be had in English or in Spanish. The "Wizard" cover is attractively colored in black, yellow and orange, and the inside pages, besides the descriptive matter, contain three photographs illustrating uses of the lamp, at a man's desk in his home or office; for the mirror of a woman's dressing table; and clamped to the wall in the bedroom, for reading in bed.

How to List Prospects for Electric Pumping Sales

A complete campaign for selling Duro residence water systems to homes without city water has been carefully prepared by the Burnett-Larsh Manufacturing Company, Dayton, Ohio, and is described in a booklet now being distributed, entitled, "How to Sell Duro Water Systems." Dealers wishing to establish a community desire for the water system are urged to get this booklet, order the campaign material supplied by the company, and start the campaign immediately.

The first step, says the booklet, is to make up a list of prospects from the following sources: electric light company for names of country electrical consumers and suburbanites who have current but no city water; water lift owners in town; farm-lighting plant dealer for owners of farm-lighting plants; city water company office for home owners who have applied for extention of water mains; architects; real estate agents; implement dealers; well drillers.

Details of the campaign follow, including sales letters, which are supplied by the company; newspaper advertisements, window displays, motion picture slides; with instructions about the time and method of using them. An interesting window suggestion is illustrated, showing a small model of a suburban home, with a fountain and stock trough supplied with water from a Duro.

Worcester Electrical Show Attracts Many Visitors

The Worcester (Mass.) Electrical Show, which ran at Washburn Hall, Worcester, from Nov. 30 to Dec. 6 inclusive, was largely attended by central station men, jobbing and contractor-dealer representatives from eastern New England in addition to the general public. The show was of special value as illustrating the good feeling prevailing in Worcester between the various branches of the industry, and the local central station and contractor-dealers and jobbers co-operated to the utmost to make the affair a success. Besides the Worcester Electric Light Company, the principal exhibitors were: W. D. Kendall Electrical Company; National Sales Machine Company; Libby Electric Company; Bancroft Electric Company; Coghlin Electric Company; C. C. Coghlin Electric Company; F. J. McGrail Electric Company; Westinghouse Electric & Manufacturing Company; E. W. Ham Electric Company; Delta Electric Company; Treadwell Electric Company; M. S. Wright Company; Economy Electric Company; United Electrical Supply Company of Boston; Pettingell-Andrews Company, Boston; National Lamp Works of General Electric Company; Eureka Vacuum Cleaner Company. Several meetings of commercial section committees of the New England Section of the National Electric Light Association were held during the show at Worcester, as was the annual meeting of the Massachusetts State Association of the National Association of Electrical Contractors. On Dec. 3 a lecture was given on commercial matters by John A. Corcoran of the General Electric Company, Schenectady, N. Y.

Record of Lighting Fixture Patents

Issued from Oct. 14 to Dec. 9, 1919, Inclusive

COMPILED BY NORMAN MACBETH
Consulting Illuminating Engineer, New York City

Design Patents

The following are ALL the design patents pertaining to lighting materials, issued by the U. S. Patent Office, between Oct. 14 and Dec. 9, 1919, inclusive:

14,735 (Reissue). Design for a Bowl Hanger. Thure Dahl, Brooklyn, N. Y. assignor to the Lightolier Company, New York, N. Y. Filed March 26, 1919. Issued Oct. 14, 1919. Term of patent, seven years. Original No. 53,002, filed Oct. 31, 1918, for seven years, dated Feb. 18, 1919.

14,736 (Reissue). Design for a Fixture Arm. Thure Dahl, Brooklyn, assignor to the Lightolier Company, New York, N. Y. Filed March 26, 1919. Issued Oct. 14, 1919. Term of patent, seven years. Original No 53,003, filed Oct. 31, 1918, for seven years, dated Feb. 18, 1919.

14,737 (Reissue). Design for a Bracket Back. Thure Dahl, Brooklyn, assignor to the Lightolier Company, New York, N. Y. Filed March 26, 1919. Issued Oct. 14, 1919. Term of patent, seven years. Original No. 53,004, filed Oct. 31, 1918, for seven years, dated Feb. 18, 1919.

53,959. Lighting Fixture. Dixon L. Bean, Chicago, Ill., assignor by direct and mesne assignments to the American Lamp Company. Filed June 20, 1917. Issued Oct. 14, 1919. Term of patent, seven years.

53,960. Lighting Fixture. Dixon L. Bean, Chicago, Ill., assignor by direct and mesne assignments to the American Lamp Company. Filed June 20, 1917. Issued Oct. 14, 1919. Term of patent, seven years.

53,961. Lighting Fixture. Dixon L. Bean, Chicago, Ill., assignor by direct and mesne assignments to the American Lamp Company. Filed June 20, 1917. Issued Oct. 14, 1919. Term of patent, seven years

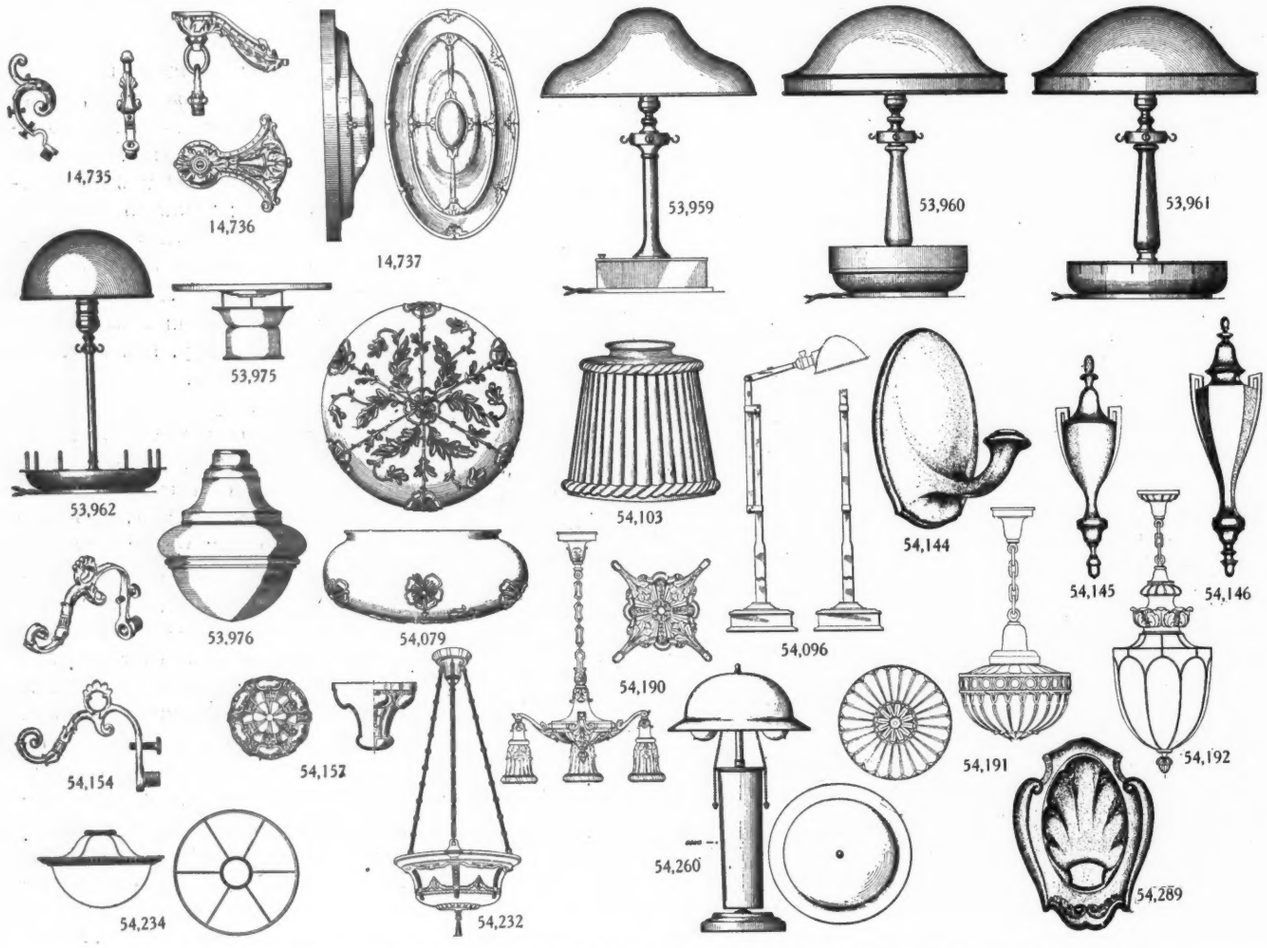
53,962. Lighting Fixture. Dixon L. Bean, Chicago, Ill., assignor by direct and mesne assignments to the American Lamp Company. Filed June 20, 1917. Issued Oct. 14, 1919. Term of patent, seven years.

53,975. Lighting Fixture. Harry C. Adam, St. Louis, Mo. Filed March 25, 1919. Issued Nov. 4, 1919. Term of patent, fourteen years.

53,976. Lighting Fixture. Harry C. Adam, St. Louis, Mo. Filed April 8, 1919. Issued Nov. 4, 1919. Term of patent, fourteen years.

54,079. Lighting Globe or Shade. Edgar A. Gillinder, Philadelphia, Pa. Filed June 16, 1919. Issued Nov. 4, 1919. Term of patent, three and one-half years.

54,096. Adjustable Electric Lamp Stand. Leon



Copies of illustrations and specifications of patents may be obtained from the Commissioner of Patents, Washington, D. C., for 5 cents each.

L. Katzenstein, Worcester, Mass. Filed May 10, 1919. Issued Nov. 4, 1919. Term of patent, seven years.

54,103. Shade. Nicholas Kopp, Pittsburgh, Pa. Filed June 11, 1919. Issued Nov. 4, 1919. Term of patent, seven years.

54,144. Wall Bracket Lighting Fixture. George V. Strahan, Newark, N. J., assignor to the Mitchel. Vance Company, Inc., New York. Filed May 5, 1919. Issued Nov. 4, 1919. Term of patent, seven years.

54,145, 54,146. Wall Plate for Lighting Fixtures. George V. Strahan, Newark, N. J., assignor to the Mitchell Vance Company, Inc., New York. Filed June 6, 1919. Issued Nov. 4, 1919. Term of patent, seven years.

54,154. Bowl Hook for Lighting Fixtures. Lester R. Wellman, Chicago, Ill. Filed June 10, 1919. Issued Nov. 4, 1919. Term of patent, seven years.

54,157. Canopy for Lighting Fixtures. Gottfried Westphal, Guttenberg, N. J., assignor to Shapiro & Aronson, Inc., New York. Filed April 30, 1918. Issued Nov. 4, 1919. Term of patent, three and one-half years.

54,190, 54,191, 54,192. Lighting Fixture. Horace R. Yardley. Chicago, Ill., assignor to R. Williamson & Company, Chicago, Ill. Filed Sept. 6, 1919. Issued Nov. 11, 1919. Term of patents, fourteen years.

54,234. Lighting Fixture. Robert W. Bayley, Brooklyn, N. Y., assignor to Bayley & Sons. Filed Feb. 14, 1919. Issued Dec. 9, 1919. Term of patent, seven years.

54,250. Combination Lamp and Gong. Edward James Holland, Prescott, Canada. Filed July 25, 1919. Issued Dec. 9, 1919. Term of patent, three and one-half years.

54,339. Wall Plate for Lighting Fixtures. George V. Strahan, Newark, N. J. Filed June 6, 1919. Issued Dec. 9, 1919. Term of patent, seven years.

54,232. Light Reflecting Bowl. Harry Cohn, Brooklyn, N. Y., assignor to Robert Findlay Manufacturing Company, New York. Filed March 2, 1918. Issued Dec. 2, 1919. Term of patent, seven years.

Mechanical Patents

1,318,377. Electric Lamp. Dore W. Grazier, Johnstown, Pa. Filed Oct. 25, 1917. Issued Oct. 14, 1919.

1,318,757. Lighting Fixture. Paul M. Hotchkin, Chicago, Ill., assignor to National X-Ray Reflector Company, Chicago, Ill. Filed June 20, 1917. Issued Oct. 14, 1919.

1,318,733. Combined Direct and Indirect Lighting Fixture. Earle C. McKinnie, Chicago, Ill., assignor to National X-Ray Reflector Company, Chicago, Ill. Filed June 20, 1917. Issued Oct. 14, 1919.

1,319,307. Coupling for Electric Light Fixtures. Arthur A. Schwartz and William A. Whiteside, Buffalo, N. Y., assignors to J. Alfred Gauthier, Buffalo, N. Y. Filed Feb. 1, 1918. Issued Oct. 14, 1919.

1,319,032. Lamp Shade. Adolph G. Kaufman, New York, N. Y. Filed Aug. 10, 1918. Issued Oct. 21, 1919.

1,319,186. Lamp. William H. Spencer, New York, N. Y., assignor to George Frink Spencer, New York, N. Y. Filed June 28, 1918. Issued Oct. 21, 1919.

1,319,217. Electric Lighting Fixture. John S. Romig, Pittsburgh, Pa. Filed May 16, 1918. Issued Oct. 21, 1919.

1,319,690. Lighting Attachment for Sound Reproducing Machines. George E. Bernecker, Milwaukee, Wis., assignor, by mesne assignments to Record Needle & Manufacturing Company, Milwaukee, Wis. Filed Oct. 18, 1917. Issued Oct. 28, 1919.

1,320,174. Shade or Reflector for Incandescent Electric Lamps. Adolph C. Recker, Oakville, Conn., assignor to the Chase Companies, Inc., Waterbury, Conn. Filed July 14, 1919. Issued Oct. 28, 1919.

1,320,809. Electric Light Fixture Herbert O. Tomlinson, Wheaton, Ill. Filed April 21, 1919. Issued Nov. 4, 1919.

1,320,902. Portable Light. John D. Newton, New York, N. Y. Filed Jan. 10, 1918. Issued Nov. 4, 1919.

1,321,023. Electric Lighting Fixture. Henry A. Framburg, Berwyn, Ill. Filed March 21, 1918. Issued Nov. 4, 1919.

1,321,242. Electric Lamp. Ralph S. Peirce, Hinsdale, Ill. Filed Feb. 8, 1915. Issued Nov. 11, 1919.

1,321,337. Electrical Illuminating Device. John J. Ronayne, New York. Filed April 18, 1919. Issued Nov. 11, 1919.

1,321,495. Electric Candle. Clarence B. Van Antwerp, Chicago, Ill. Filed April 9, 1919. Issued Nov. 11, 1919.

1,321,660. Lamp Cord Adjusting Clamp. Daniel F. Moriarty, South Meriden, Conn. Filed April 5, 1919. Issued Nov. 11, 1919.

1,321,864. Electric Lighting Apparatus. Charles Wirt, Philadelphia, Pa. Filed July 23, 1915. Issued Nov. 18, 1919.

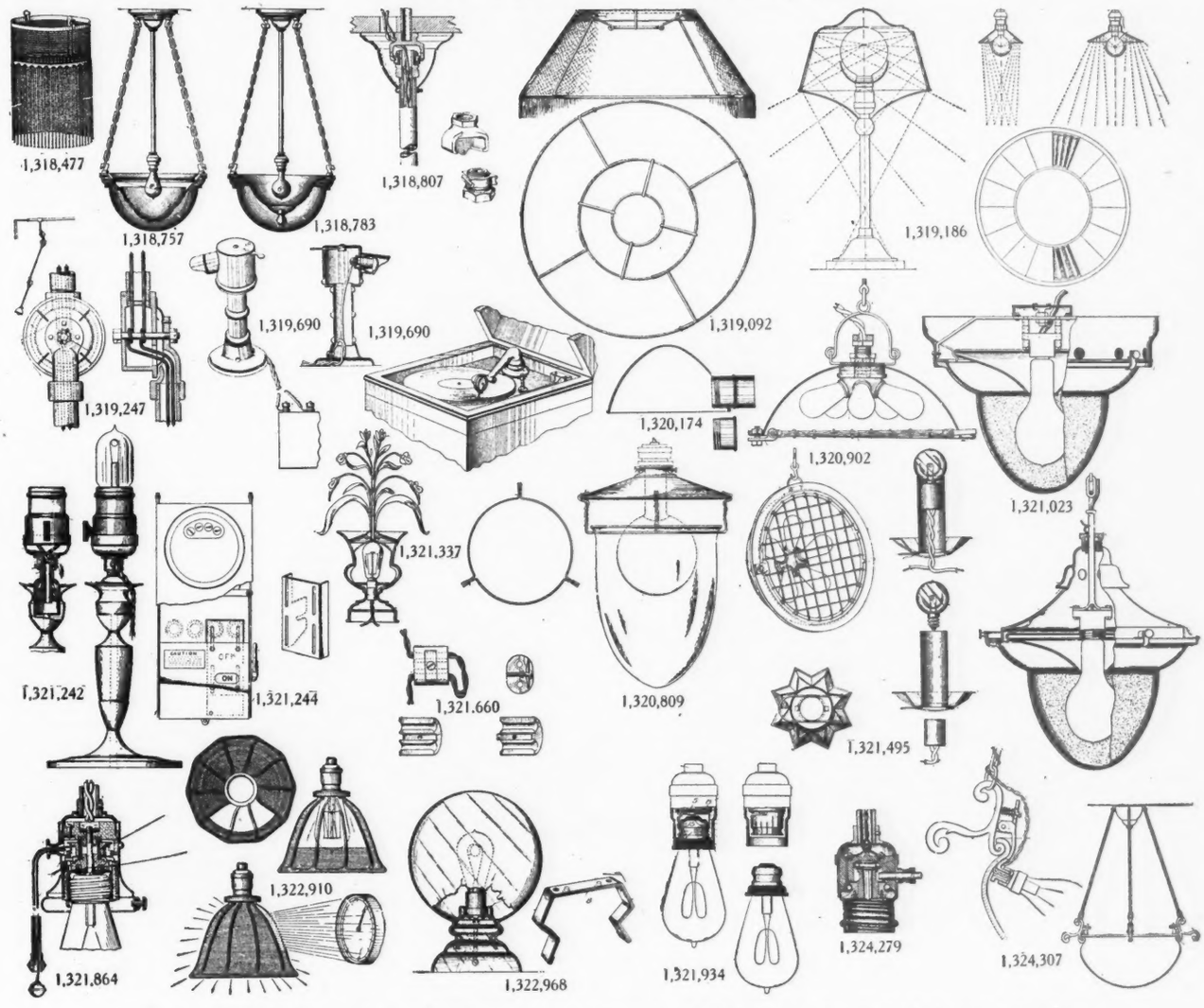
1,321,934. Electric Lamp. Gerald E. Merchant, Rochester, N. Y. Filed Sept. 7, 1916. Issued Nov. 18, 1919.

1,322,910. Shade and Reflector. Henry G. Lewis, Philadelphia, Pa., assignor to Electric Service Supplies Company, Philadelphia, Pa. Filed June 9, 1917. Issued Nov. 25, 1919.

1,322,968. Lighting Socket Support John C. Smith, Monaca, Pa., assignor to Solar Electric Company, a corporation of Illinois. Filed May 25, 1916. Issued Nov. 25, 1919.

1,324,279. Electrical Connection. George L. Scheel, Chicago, Ill. Filed May 15, 1916. Issued Dec. 9, 1919.

1,324,307. Bowl Hanger. Nathan L. Cohn, Chicago, Ill. Filed June 5, 1919. Issued Dec. 9, 1919.



Copies of illustration and specifications of patents may be obtained from the Commissioner of Patents, Washington, D. C., for 5 cents each.

GOSSIP OF THE TRADE

Glimpses of Electrical Men as Caught by Lens and Pencil

Illuminating Engineers and Fixture Makers at "Get Together" Meeting

The first step toward a realization of ideals of friendly co-operation and mutual helpfulness on the part of New York's illuminating engineers and lighting-fixture manufacturers was taken at a joint meeting on January 8 of the New York Division of the National Council of Lighting Fixture Manufacturers and the New York Section of the Illuminating Engineering Society. Practical suggestions for co-operation were made by W. R. McCoy, in his paper, "What Can the Illuminating Engineer Do for the Fixture Manufacturer?" prepared by Mr. McCoy under the auspices of a committee consisting of G. W. Cassidy, E. M. Caldwell and M. Blitzer, representing the manufacturers. Mr. McCoy's suggestion that the illuminating engineers prepare a code of lighting practices for the use of the manufacturers, was warmly approved, and will be followed up by a committee appointed for the purpose. Bassett Jones, consulting engineer, read the other paper of the evening, "Brightness: the Fundamental in Illuminating Engineering." The meeting was jointly presided over by Herman Plaut, president of the New York Fixture Manufacturers' Association, and F. M. Feiker, chairman of the New York Section, I. E. S.

Ohio Electric Light Association Holds Semi-annual Meeting

The semi-annual meeting of the Ohio Electric Light Association was held at Dayton on Dec. 2 and 3. More than 200 delegates attended the convention. Matters pertaining to the general welfare of the electrical lighting industry were discussed, the session opening with an address by C. H. Howell of Coshocton, Ohio, president of the organization. A banquet was held on Tuesday night, Dec. 2, at the Engineers' Club, O. H. Hutchings acting as toastmaster.

Van B. Marker and **F. R. Eiseman** announce the incorporation with $100,000 capital of the Revere Electric Company to be located at 439 Plymouth Court, Chicago, Ill., as jobbers of high-class standard lines of electrical merchandise. They will occupy a four story building having 12,500 sq. ft. of floor space. Mr. Marker has been in charge of the Chicago office of the Adams-Bagnall Electric Company having been with this company for ten years. Mr. Eiseman has been with the Electric Appliance Company of Chicago for about fifteen years, having been city sales manager for the last five years. He was formerly with the Central Electric Company, Chicago. Associated with these two will be R. A. Tellisch.

Electrical Men of Dallas and Houston Hear Goodwin and Chase

Under the auspices of local Jovian Leagues several important meetings of the electrical men of Houston and Dallas, Tex., were addressed by William L. Goodwin, author of the Goodwin Plan; Samuel Adams Chase of the Westinghouse Company who is co-operating with Mr. Goodwin; C. A. Payne of the General Electric Company, Schenectady, N. Y., who spoke on the Marsh patent; and O. H. Caldwell, editor of ELECTRICAL MERCHANDISING, New York City.

R. R. Roberts, Houston manager Southwest General Electric Company, presided as toastmaster at the Houston meetings at the Rice Hotel, Dec. 3 and 4. Besides the talks by the visiting electrical men, Arthur J. Binz of Houston, twentieth Jupiter of the Jovian Order, and Charles A. Newning, editor of the *Southwestern Electrician*, were called on for addresses.

A. Hardgrove of Dallas, in charge of the Insull interests in Texas, presided at the Dallas meeting, Dec. 5, and called on Robert Wakefield, manufacturers' agent, as toastmaster. One hundred and twenty-five electrical men of Dallas attended, including representative central station officials, jobbers and contractor-dealers.

Speaking of large figures, did you know that the electrical industry does an annual business of $1,200,000,000, and employs $14,000,000,000 invested capital and 1,300,000 persons? Of these 1,300,000 individuals, it is estimated that 1,157,356 know Harry Kirkland personally or have seen his picture in past issues of ELECTRICAL MERCHANDISING. Mr. Kirkland (whose pose in this new and hitherto unpublished photograph suggests his identity as the original model for Rodin's famous sculpture, "The Thinker") now divides his time between the Sprague Electric Works of New York and the American Wiremold Company of Hartford, Conn., of which he continues as vice-president.

Oklahoma Electrical Men Welcome Goodwin

Probably the largest meeting of local electrical interests ever held in Oklahoma, was that called at the Hotel Skirven, Oklahoma City, Dec. 8, to hear "The Goodwin Plan" of practical co-operation in the electrical industry explained by W. L. Goodwin and Samuel Adams Chase of the General Electric and Westinghouse companies, respectively.

F. E. Hathaway, manager Oklahoma office, Southwest General Electric Company, acted as toastmaster and there were talks by George B. Leake, supply manager, Westinghouse Company, St. Louis; Carl Wells, Oklahoma City manager, Western Electric Company; Joseph Cronin, manager, United Electric Company, Oklahoma City; Harry Hobson, sales manager, Southwest General Electric Company, Dallas, Tex.; Hartwell Jalonick, sales manager, Texas Power & Light Company; O. A. Jennings, sales manager, Oklahoma Gas & Electric Company; A. D. Vickers, sales manager, Ardmore Light & Power Co., Ardmore, Okla.; Z. Hirsch, Oklahoma Electric Supply Company; William Stout, Southwestern Electric Company; and J. S. McEldowney, McEldowney & Son, of Oklahoma City.

Mr. Goodwin's address was preceded by introductory talks by Mr. Chase and O. H. Caldwell, editor of ELECTRICAL MERCHANDISING, and by C. A. Payne of Schenectady, who explained the operation of the Marsh electric heating patent and its beneficial effects on the electrical industry as a whole.

California Leaders Urge Newspaper Advertising

The advisory committee of the California Electrical Co-operative Campaign met at Hotel Del Monte on Monday, Dec. 2. Matters affecting the development of the campaign were discussed, with particular attention to advertising. The plan now being put into operation, involving the inclusion of special pages and sections of electrical advertisements in newspapers all over California, was thoroughly considered. M. E. Hixson, formerly advertising manager of the Bakersfield *Californian*, who has been appointed advertising field representative of the California Electrical Co-operative Campaign, he will devote special attention to the building up of these electrical advertising sections in the newspapers.

W. A. Camp of Hartford, Conn., formerly production manager of the Franklin Electric Company with which he was associated for almost four years prior to the taking over of that company by Westinghouse interests, has joined the Wolcott Manufacturing Company of Hartford in charge of production of the Mermaid dish washer.

J. P. Davis, purchasing agent of the Belden Manufacturing Company, Chicago, has been elected president of the Purchasing Agents Association of Chicago. This position is especially important at the present time, since the 1920 convention of the national association is to be held in Chicago.

The Parsons-Moorhead Machinery Company, Hostetter Building, 237 Fourth Avenue, Pittsburgh, has been organized to do a general machinery business. William L. Moorhead of this company, was formerly vice-president of the Duquesne Electric & Manufacturing Company, while Mr. Parsons has been doing a general machinery business for several years.

James B. Olson, Howard R. Sharkey and Howard R. Stivers have become associated as the S. O. S. Electric Sales Company, manufacturers agents, at 2 Columbus Circle, New York City. Mr. Sharkey and Mr. Stivers were formerly agents for the Crescent Insulated Wire & Cable Company, Trenton, N. J., in its Eastern territory.

The Air-Way Company of Toledo, Ohio, has established factory branches in the following territory: The Air-Way Vacuum Cleaner Company, 295 Fifth Avenue, New York; L. H. Bullock Company, 1538 Broadway, Oakland, Cal.; Overseas Engineering Company, 44 Whitehall Street, New York; 75 Curtain Road, London, E. C., Number 2, and Paris.

Albert W. Franklin is president of the recently formed Metric Appliance Corporation, which is making ammeters, voltmeters and electrical specialties and has executive offices at 299 Broadway, New York City.

You've met these people who insert a form of the verb "to sell" in every sentence; to whom every discussion involving more than one person is a "conference," and who refer to a young lady with rouged cheeks and powdered nose as a "two-color job." They're advertising men. We have pleasure in introducing one of the best of these, our brethren, Carl A. Bloom, manager of advertising for the Appleton Electric Company, Chicago.

They say that F. H. Hooper of the Northwestern Ohio Light Company is never permitted to pay for a shave in an Italian barber shop. The white-coated attendants look awestruck, call him "Signor Enrico," and bow him out. But if his mastery of the tenor range is a shade less finished than Caruso's, his command of the basic kilowatt is irreproachable.

James H. Hughes has resigned as general manager of the Alpha Electric Company to become secretary of the firm of Crannell, Nugent & Kranser, 110 West Thirtieth Street, New York City. "The Crannell, Nugent & Kranzer Company" explains an official "sells electrical supplies only at wholesale, believing in the principle of co-operation alike with its organization as with its customers."

The Phelps Light & Power Company, Rock Island, Ill., operated its factory from power furnished by its own farm-lighting plant during the recent coal crisis. Owing to the coal administrator's order, it was impossible to get fuel and accordingly several farm-lighting units ready for shipment were set up to supply power to operate the factory. One Phelps unit was used to drive five heavy-duty machines. "Nothing can stop the Phelps company from manufacturing if they can get the raw material" declared one official of the company.

The Electric Supply Company opened a store in Everett, Wash., in the early part of the year, to engage in wiring and the merchandising of appliances and fixtures. The store specializes in Thor products. A. A. Peterson is the owner.

The Home Electric Company, of which George Lowery is the proprietor, opened a store recently in the center of the business district of Snohomish, Wash. The company does wiring as well as merchandising.

B. W. Little, in connection with his engineering work, opened a sales agency in Liberty, S. C., in the early part of 1919, and is merchandising electrical appliances and apparatus, besides doing repair work.

The Butte Engineering & Electric Company of San Francisco has by mutual consent been dissolved and all assets have been distributed between the partners. Paul C. Butte, founder of the concern, will continue business under the firm name of Butte Engineering & Electric Company at 534 Folsom St., San Francisco. All construction equipment and contracts in process have been taken over by C. F. Butte, who will carry on this branch of the business at 530 Folsom St. under the name of Butte Electrical Equipment Company.

The Dayton Fan & Motor Company, Dayton, Ohio, announces that Warner Jones, formerly special representative of the National Carbon Company, Inc., has taken charge of the sales and advertising departments of the Dayton company. Mr. Jones has had twenty years experience in the selling of various kinds of electrical merchandise.

The Atlantic Sales Company has organized as manufacturers' agents, with offices and warehouses at Fifty-ninth and Woodland Avenues, Philadelphia, Pa. The company is distributer for the Kentucky Electric Lamp Company, A. F. Daum Manufacturing Company, Hart Manufacturing Company, Mica Manufacturing Company, and Arts Electrical Company. M. F. Knapp and J. C. Vogel are the organizers of the firm.

The Intermountain Electric Company has under construction a five-story building near its present building in Salt Lake City, Utah. This company is already one of the leading jobbers in the inter-mountain territory, and with the completion of this building expects to step into a foremost position not only in the electrical field but in automobile accessories as well.

The National X-Ray Reflector Company will hereafter sell its direct-lighting equipment through the jobbers only, except in the cities of New York and Chicago, where the company maintains its own large sales forces. Indirect units of the company will continue to be offered to the electrical trade at one price. The company considers this another step toward meeting the electrical jobbers more than half way.

If you are interested in finding out why it takes 600,000 dozens of golf balls annually to keep American business happy and healthy, you might ask R. D. Obermayer of the Kansas City General Electric Company. It is quite possible that P. Lloyd Lewis of the Wagner Electric Company could throw a ray or two on the subject himself.

NEW MERCHANDISE TO SELL AND WHERE TO BUY IT

Appliances, Socket Devices and Wiring Supplies Which Manufacturers and Jobbers Are Putting on the Market

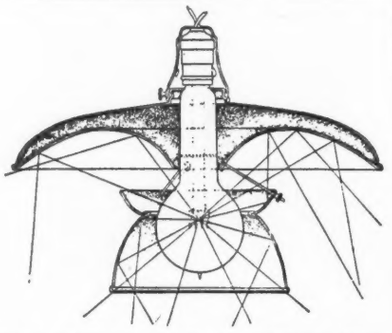
Including Many New Appliances to LIGHTEN THE LABOR OF THE HOME

Glareless Metal Lighting Unit for Commercial Use

From *Electrical Merchandising*, Jan., 1920

An all-steel commercial lighting unit designed to combine the vertical and horizontal lighting features of both the deep and shallow bowl type reflectors, without cross reflection, deep shadows or glare, has been announced by the Art Metal Manufacturing Company, East Sixty-first and Curtis Avenue, Cleveland, Ohio, and is known as the "Ameo Super-light."

Like the industrial lighting fixture made by this company the new unit consists essentially of two reflectors. A nitrogen gas-filled lamp bulb is used, its filament being entirely surrounded, resulting in glare elimination. There is no light absorption in the unit since it is constructed entirely of metal. Obviously there is also no danger of breakage. Because of the open-bottom construction dust and dirt do not collect in the fixture and the lamp can be inserted and replaced without taking the unit apart. To eliminate discoloration, chipping and cracking the new commercial unit has a porcelain enamel finish throughout. Attached to the upper and



lower reflector as well as the canopy are chrome gold decorated bands.

One size of the new lighting unit is available, for 150-watt and 200-watt lamps, in both ceiling-attachment and chain suspension styles.

Automatically Operated Stereopticon

From *Electrical Merchandising*, Jan., 1920

An automatic electrically operated stereopticon which may be used for advertising purposes in stores and store windows and in many other places has been brought out by the Owen Automatic Stereopticon Company of Chicago, Ill. It is operated from an ordinary lighting socket and can be carried about in a suitcase.

The parts of the new stereopticon consist of the 1000 cp. nitrogen projection lamp, the condensing and objective lenses, a small General Electric universal motor, the slides and a screen upon which to project the pictures.

The stereopticon projects forty-six slides upon the screen, allowing each one to remain in position for twelve seconds, when it is automatically replaced by the next. The size of the picture may be increased or decreased by varying the distance between the objective lens and the screen.

Electrically Driven Hand Sander

From *Electrical Merchandising*, Jan., 1920

For removing stencil marks from shipping boxes and barrels, for surfacing floor treads, desk and table tops, and for other uses, the American Floor Surfacing Machine Company of 518 South St. Clair Street, Toledo, Ohio, has brought out its "American" electrically driven hand sander.

A ⅓-hp. electric motor, on a light running truck, drives through a flexible shaft a sanding head made of metal and covered with felt, around which is placed a piece of garnet (sand) paper. A slot is provided across the sanding head through which the ends of the garnet paper are drawn and held in place by a quick-acting clamp.

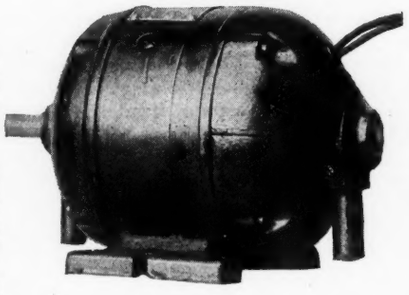
In connecting the sander to an ordinary lighting circuit 50 ft. of insulated wire is furnished as well as a supply of garnet paper.

Small Splash-Proof Direct-Current Motors

From *Electrical Merchandising*, Jan., 1920

Small direct-current motors in ⅛-hp and ¼-hp. sizes having splash-proof housings to protect the winding and the live parts from water or accidental contact have been placed on the market by the Westinghouse Electric & Manufacturing Company of East Pittsburgh, Pa., and are known as type COH. They can be used for light domestic and industrial purposes.

The new motors are wound for 32 volts and for 115 and 230 volts. They are interchangeable mechanically with alternating-current motors of similar ratings. The frame of the motors consists of a seamless forged-steel ring to which the cast-iron foot and end brackets are bolted. The pole pieces are bolted to the steel ring, thus permitting the use of form-wound field coils which are easily replaced in case of injury. Light weight and compactness have also been sought by the designers of the new motors.

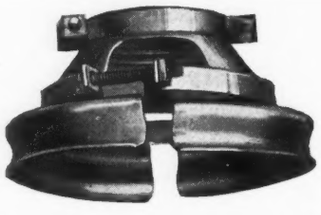


Vibration-Proof Shade Holders

From *Electrical Merchandising*, Jan., 1920

To prevent a reflector from becoming loose and finally dropping from the shade holder because of vibration the National X-Ray Reflector Company, 235 West Jackson Boulevard, Chicago, has developed a shade holder designed to firmly grip the neck of the reflector with equal pressure on the reflector. Instead a screw is used to lessen the circumference of the shade holder, thereby making it grip the reflector.

These new shade holders are made in three styles. The form A 3¼-in. holder No. 10,400 is made to fit any brass-shell socket; the form A 3¼-in. holder No. 10,500 fits any porcelain or



weatherproof socket, and the form A 3¼-in holder No. 10,300 fits either No. 8053 or No. 8223 standard X-ray receptacle.

Unit-Type High-Tension Farm Equipment

From *Electrical Merchandising*, Jan., 1920

A unit-type high-tension, single-phase equipment for farm-light service has been developed by the Delta-Star Electric Company, 2433 Fulton Street, Chicago. It comprises a two-pole switch with choke coils, fuses and lightning arresters, the switch being operated from the ground level.

The farmer can safely replace blown fuses since when the switch is open all the apparatus including the arresters, is disconnected and becomes automatically grounded.

Household-Type Water Heaters

From *Electrical Merchandising*, Jan., 1920

Two styles of "Hotvent" electric water heaters for heating the water in boilers of residences have been placed on the market by the Aetna Electric Appliance Company of Boston, Mass. One is known as the kettle-drum type and is installed outside of the boiler while the other is called the tank-insert type and is placed inside the boiler.

The new heaters are of the circulation type and use General Electric cartridge-type heating units. They are constructed of brass and are therefore rustless and are designed to fit any tank. The heaters made may be wired for control from both the kitchen and the bathroom. Covering for the tank or piping is said to be unnecessary when the proper size heater is employed.

Various sizes of these water heaters are obtainable, 600 up to and including 7500 watt sizes being offered.

Oil Switches and Circuit Breakers

From *Electrical Merchandising*, Jan., 1920

The maximum ampere capacity of the type F-4 oil switches and circuit breakers made by the Condit Electrical Manufacturing Company of South Boston, Mass., has been increased from 500 to 800. They are said to be especially useful in industrial service for the control and protection of large synchronous and induction motors.

Electrically Operated Ticket Chopper

From *Electrical Merchandising*, Jan., 1920

A ticket chopping machine, the knives of which are driven by a ¼-hp. electric motor, has been brought out by the Caille Brothers Company of Detroit, Mich. The motor is controlled by a push button, the pressing of which starts the mechanism and sends through the tickets, shredding them into small bits.

Portable Lighting Projector with Hammered-Glass Reflector

From *Electrical Merchandising*, Jan., 1920

For use at close ranges where it is to be not more than 125 ft. away from the surface or object to be illuminated, a portable utility projector has been brought out by the Western Electric Company, 195 Broadway, New York City.

With the new light operating on a 100-ft. throw, a spread of 100 ft. is said to be obtained at an angle of 60 deg. A 200-watt gas-filled lamp is used with a hammered glass reflector suspended by a spring in a one-piece cast-iron housing.

The new lighting unit stands 19¼ in. high, weighs about 30 lb., has a handle and can be mounted on either vertical or flat surface.

Luminous-Top Reflector for Industrial Lighting

From *Electrical Merchandising*, Jan., 1920

For use in factories with dark walls and ceilings the Benjamin Electric Manufacturing Company, 806 West Washington Boulevard, Chicago, has brought out an industrial lighting reflector with an opal glass top. This unit through its translucent top diffuses a soft light throughout the upper part of the room bringing out in detail the machinery, belting, pulleys and other objects occupying that space. The maker points out that not the least of the new reflector's advantages is the psychological effect it has on the workers, by seeming to increase the ceiling height through the illumination of the otherwise gloomy region above the reflector rim.

On the other hand where the walls and ceilings of a room are not dark but white or light colored they reflect back upon the working plane the light from the opal glass top of the new reflector and thereby actually increase the efficiency of the illumination. In either case, however, the illumination of the area above the reflector decreases the liability of accidents when overhead shafting is being repaired.

The new luminous top reflector in its bottom uses a metal R. L. M dome. Two sizes of these new reflectors are procurable, the 14-in. size recommended for 100- and 150-watt lamps and the 16-in. size for 200-watt lamps.

Washer with Frame for Raising Clothes Cylinder

From *Electrical Merchandising*, Jan., 1920

An electrically operated clothes washer has been placed on the market by the Win-Her Washer Company of Des Moines, Ia., in which the washing cylinder may be swung up and allowed to rest out of the way when cleaning the drum or filling it with water. Moreover, the cylinder may be partly raised and locked in a convenient position above the water for putting in the clothes or for taking them out to be passed through the swinging wringer.

A swinging steel frame on which are hung the cylinder bearings is used to raise the cylinder from the drum. The new washer has a flexible double-belt drive.

Combination Electric Dish Washer and Sink

From *Electrical Merchandising*, Jan., 1920

A vertical cylindrical electric dish washer has been incorporated as a part of a kitchen sink and placed on the market by the Dunn Manufacturing Company of Chicago. The combination is made up of very few parts and is constructed of cast iron covered with porcelain enamel. Two perpendicular revolving paddles throw the water between the dishes, which remain stationary toward the center of the dishwasher. The motor can be used for making ice cream by replacing the dish frame with a special freezing can.

The domestic size outfit is operated by a ¼-hp motor with an attachment cord that fits ordinary light sockets. This combination is also made with a capacity of 6000 ordinary dishes per hour for use in restaurants, hotels and hospitals. All gears and wearing parts of the dish washers are inclosed and run in oil.

Portable Radiant Heater

From *Electrical Merchandising*, Jan., 1920

Landers, Frary & Clark of New Britain, Conn., have placed on the market the "Universal" radiant electric heater which is rated at 625 watts. It is of the round-reflector type and uses a cone-shaped heating unit which is replaceable.

The polished coppered reflector is 12½ in. in diameter and is adjustable to any angle. It is mounted on a heavy triangular base and has a strong wire guard that can be removed to clean the reflector. The heater has a verde antique finish and an ebonized handle for carrying. It is 20¼ in. high and weighs 6½ lb. A connecting plug and 8 ft. of heater cord are supplied.

Motor-Driven Ironer with Two Rolls

From *Electrical Merchandising*, Jan., 1920

The new type of motor-driven clothes-ironing machine put out by the Roma Manufacturing Company of Chicago is designed to iron all pieces of ordinary thickness at a speed of 8 ft. a minute in one passage under two steel rolls which are heavily padded with wool felt. The rolls revolve against a convex hollow steel shoe which is heated from the inside. Adjustable compression springs at each end of the rolls permit uniform pressure. All gears are inclosed and run in oil.

Suction Cleaner with Motor-Driven Brush

From *Electrical Merchandising*, Jan., 1920

A vacuum sweeper with a motor-driven brush has just been placed on the market by the Hamilton-Beach Manufacturing Company of Racine, Wis. The brush is of soft hair and of the vibrating type and has a guard to prevent the fringes of rugs from being drawn up. A Hamilton-Beach air-cooled universal motor is used.

Aluminum is employed throughout in the construction of the sweeper, which is of medium weight. It is built low in order to facilitate cleaning under beds, etc. A non-choking dust bag is used.

Corner Panel for Show-Window Molding

From *Electrical Merchandising*, Jan., 1920

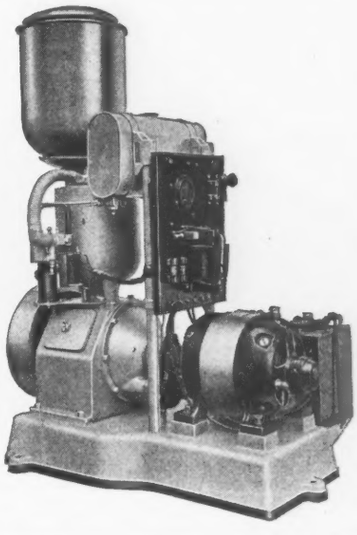
To eliminate unsightly corners in show-window molding the Frederick A Watkins Company of Chicago has evolved a special panel which allows a lamp to be placed in the corner. Furthermore, the producer states, this affords more space for making wiring connections at the corners, which are usually congested points because here the feed wires enter the molding. This panel is of white porcelain-enameled steel to match the standard molding of this manufacturer.

Batteryless Electric Power-Light Plant

From *Electrical Merchandising*, Jan., 1920

A 110-volt farm lighting and power plant which has no storage batteries and which is started up from one, two, three or four remote points, is now being produced by the Automatic Light Company of Ludington, Mich., and is known as the Holt plant. The plant will furnish sufficient power, it is declared for thirty 25-watt lamps, fifty 15-watt lamps, or their equivalent in power devices. As a feature of the new plant the maker points out that it does not waste current; turning on one lamp bulb runs the generator of the plant at a speed sufficient to supply energy for that alone, and turning on additional lights causes an automatic electric governor to open the engine carburetor enough to take care of the additional load.

The gasoline engine used in the new plant is a single cylinder, valve-in-the-head, water cooled type. It is directly connected to a 750-watt General Electric compound wound multipolar generator with a double commutator and two windings—one winding giving 110-volt current for the lamps and power appliances and the other 6 volts for the self starting device. Atwater-Kent ignition is employed, the 6-volt starting and ignition battery has an 86-amp.-hr. capacity. The control switchboard is mounted directly on the new plant which is completely assembled on an iron base.



J. M. Curtin, head of the industrial-heating department of the Westinghouse Electrical & Manufacturing Company with headquarters at Pittsburgh, Pa. He here is shown in a contemplative mood getting ready to make a drive out over the Pacific Ocean which lies off to his left about one mile distant from where he is here seen on the famous golf course at Del Monte, Cal.

C. S. Beardsley Heads Vacuum-Cleaner Association

At a meeting of the Vacuum Cleaner Manufacturers' Association at Cleveland on Dec. 5, all the vacuum cleaner manufacturers in the United States were represented and a vacuum cleaner association was formed for the betterment of the vacuum cleaner industry, which will be of decided benefit to the trade. Officers for the coming year were elected, Charles S. Beardsley, general manager of the United Electric Company, Canton, Ohio, being unanimously elected chairman; A. J. Stecker, president of the Stecker Electric Company, Detroit, Mich., vice-chairman, and C. G. Frantz, general manager of the Apex Electrical Manufacturing Company, Cleveland, Ohio, secretary and treasurer.

An executive committee was appointed, consisting of F. S. Hunting, general manager of the Fort Wayne Works, General Electric Company, Fort Wayne, Ind.; H. W. Hoover, general manager of the Hoover Suction Sweeper Company, North Canton, Ohio, and A. S. Phillips of the Spencer Turbine Cleaner Company, Hartford, Conn.

A. J. Selzer has resigned as sales manager of the Central Electric Company, Chicago, to become connected with the B. R. Electric Company of Kansas City.

The National Electric Construction & Supply Company is the new name of the M. J. Charm Company, electrical contractors, formerly of 564 Washington Street, Boston, Mass. The firm has moved to new and larger quarters at 287 Tremont Street, Boston.

New Retail Electrical Stores

The Wilmington Electric Appliance Company of 834 Market Street, Wilmington, Del., is a new corporation which recently took over the appliance business of the Wilmington & Philadelphia Traction Company. J. S. Colt is the manager.

The Electrical Necessities Shop was recently opened at 778 Rogers Avenue, Brooklyn, N. Y. The new store will specialize in the better grades of electrical washing and ironing machines, vacuum cleaners, heating and cooking devices, Duplexalite lighting fixtures, etc. The proprietors are Albert H. Bernhard, electrical and illuminating engineer, and Samuel Stein, mechanical and automotive engineer.

The Schenck Electrical Appliance Corporation is the name of a new company which recently opened a shop at 24 Colonial Arcade, Cleveland, Ohio, to operate a retail as well as a jobbing business. The new company will sell over the counter only, and will handle electrical cleaners, washing machines, ranges, refrigerators, electrical talking machines, and electrical fountains. George Hansen is the president; S. W. Schenck, vice-president; J. C. Neville, secretary-treasurer.

The Wheelden-Bowden Company of Bangor, Me., has moved from 175 Exchange Street to new and larger quarters at 90 Central Street, in the heart of the business district. The company will continue its work of electrical contracting, installation of farm-lighting plants, and the sale of electrical goods.

Jenkins & Knowles, recently organized to do a general electrical business, have opened a store and office at 34 Wells Street, Hartford, Conn. The concern will make a specialty of power installations in power plants, mills and factories, besides carrying on a general merchandising business. The members of the partnership are Horace E. Jenkins of Hartford, Conn., and Elmer J. Knowles of Worcester, Mass.

The Nichols Electric Company of Dayton, Ohio, has been chartered with a capitalization of $30,000, to deal in electrical articles on a strictly wholesale basis. The incorporators are John K. Meyers, 115 East Third Street; Glen D. Carver, 1320 East Third Street; M. W. Nichols, secretary of the William Hall Electrical Company, 115 East Third Street, all of Dayton; and Walter I. Wright.

The Iowa Farm Lighting Company is the name of a new company recently organized in Des Moines, Ia., by C. A. Fitch and others. Its offices and salesroom are at 1505 Grand Avenue, and it will handle the Iowa distribution of Uni-Electric light and power plants and Friedger refrigerators.

Edward Wengenroth of Brooklyn, N. Y., after returning from France, where he served as master signal electrician, opened a contracting business on a small scale a few months ago, and has been so successful at this that he has now opened an electrical store with full lines of electrical merchandise. The store is at 2117 Beverly Road, Brooklyn.

The Broadway Electrical House, formerly on Graham Avenue, Brooklyn, N. Y., is now at 600–602 Broadway, Brooklyn. A. Broffman, the proprietor, is a contractor-dealer.

M. S. Brown, contractor-dealer and proprietor of one of the oldest electrical stores in Brooklyn, N. Y., recently moved his business from Myrtle Avenue to 341-343 Fulton Street, where he is doing appliance selling on a larger scale.

The Borough Electric Company of Brooklyn, N. Y., recently moved to new and larger quarters at 725 Bergen Street, Brooklyn.

Charles S. Beardsley, the new general chairman of the Vacuum Cleaner Manufacturers' Association, is the substantial gentleman in white flannels. Mr. Beardsley is the general manager of the United Electric Company, Canton, Ohio. With him the group of Ohio Tuec vacuum-cleaner boosters standing are, left to right, W. Harding, A. F. Weigold, F. H. Schaefer, and at the right of Mr. Beardsley, Howard W. Bishop, who has been 42 years in the electrical business in Brooklyn. A. E. Roever, president of the Ohio Electric Company, New York City, is seated. This picture was taken at Long Beach, Long Island, last summer, during a sales convention when several hundred New York and Brooklyn dealers were the guests of the makers and distributers of Ohio Tuec sweepers.

The Central Electric Shop, 302 West Jackson Boulevard, Chicago, Ill., is a new retail store opened by the Central Electric company, jobber and wholesaler. The new store has a very attractive showroom for displaying decorative lamps and household appliances and fixtures. Contractors' material will still be handled by the company's older stores at 320 South Wells Street Herbert Hazletine will be the manager directly in charge of the new store under H. D. Olsen, retail manager of the parent company.

It's regularly characteristic of central station men and lamp manufacturers to be optimistic—and why shouldn't they be? And it is characteristic of fixture makers to be equipped for a rainy day. Reading from left to right, these gentlemen are H. F. Wallace, Boston Edison Company; W. J. Keenan, Pettingell-Andrews Company, Boston; and A. D. Page, Edison Lamp Works, Harrison.

The Treadwell Electric Company, which has operated for several years through outside salesmen from offices in the Slater Building, Worcester, Mass., announces the opening of its new retail store in Worcester, at 681 Main Street. This store is to be known as The Home Service Shop, and will specialize in domestic engineering. A full line of electrical appliances will be carried. Leon H. Treadwell, the proprietor, was formerly with the General Electric Company.

The A. & B. Electric Company, a new company, has opened a store at 20 East Court Street, Springfield, Mass., to specialize in wiring for power and light. The company also handles fixtures and supplies and does repairing. E. W. Ayer and W. H. Brown are the proprietors.

Howe & Phippen Company is the name of a new firm in Lowell, Mass, .with a salesfrom at 170 East Merrimac Street. The company handles the principal household electrical appliances.

The Bellingham Electric Company was opened a few months ago in Bellingham, Wash., to do wiring and appliance and fixture merchandising. The store is on the main business street just at the edge of the business district. David Hutchinson and H. Shillington are the proprietors.

The Kayline Fixture Company, which has conducted a fixture business for years at 312 High Avenue, Cleveland, Ohio, has moved to 600–610 Huron Road, Cleveland. This building has six floors and basement, all of which the Kayline Company will occupy, with the exception of one store on the street level. B. F. Klein is president of the company.

The McIntire Corporation of Newark, N. J., has been incorporated with $100,000 capital to deal in electrical supplies. The incorporators are C. W. Yerbury, Alexander Blumenthal of Newark, and Thomas Brunetto of Montclair, N. J.

Hendricks & Ferlmann is the firm name of a recent organization in Peoria, Ill., which has opened an electrical repair shop at 213 South Madison Street. John G. Hendricks and Charles A. Ferlmann are the proprietors.

The Wal-Ko Electric Company was recently incorporated in Rochester, N. Y., for $10,000, for electrical contracting. The incorporators are J. M. Waldo, M. J. Koval and H. Carr.

The Wilkes-Barre Willys Light Company was recently organized in Wilkes-Barre, Pa., as distributing headquarters for the Electro Auto-Lite Corporation, Willys Light Division, of Toledo, Ohio. The officers of the new company are Harold N. Rust, president; George E. Shepherd, secretary-treasurer; Harley C. Wheaton, vice-president and general manager. Demonstrating rooms and offices are at 76 North Main Street, Wilkes-Barre, and local dealers will be established throughout the territory.

The Pryor Electric Company of Hampton Street, Rock Hill, S. C., which recently opened a store for electrical merchandising and contracting, wishes to get catalogs of the various companies manufacturing electrical appliances and specialties.

Wiener & Klein is the name of a recently organized electrical firm at 1892 Bathgate Avenue, The Bronx, N. Y.

The Household Electric Service Company, a new concern, has opened a store at 7902 Third Avenue, Brooklyn, N. Y., where it handles a complete line of household appliances and supplies in addition to contracting.

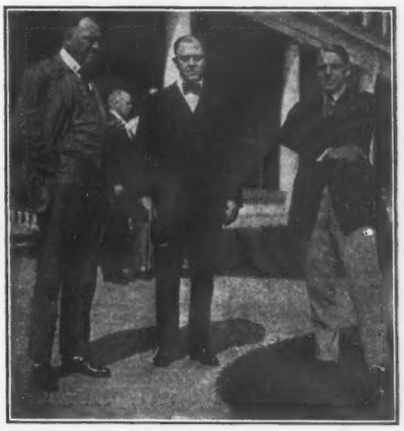
The Pacent Electric Corporation is a new concern in the contractor-dealer field, having just incorporated for $10,000. The incorporators are L. G. Pacent, H. F. Rawson, and A. H. Greibe. The address is Richmond Hill, Long Island.

The Lighthouse Electric Company of Gary, Ind., recently opened its newly arranged and enlarged electrical shop at 570 Washington Street.

Hargrave & Lewis, West Point, Va., are entering the electric appliance field as dealers.

The Midwest Supply Company is a new electrical store in Plymouth, Ind.

The Community Electric Shop is the name of a new store which has been opened in San Francisco by George W. Brouillet, formerly of the Electric Railway and Manufacturers Supply Company, and Charles Fries, who has been connected with the Liberty Electric Company.



A group in front of the Homestead—around whhci cluster so many happy memories in the jobbing trade, of summer trips to Hot Springs, Va. The Homesteaders here shown are, as you have already guessed—H. T. Hochhausen, Brooklyn Electrical Supply Company; P. Schumacher, Hazard Manufacturing Company, New York, and O. F. Rost, Newark Electrical Supply Company, Newark, N. J.

The Hosking Electric Company, Calumet, Mich., has opened a new retail store in one of the best locations in the city and has arranged its store along the lines of the Model Retail Store suggested by the General Electric Company. Mr. Hosking, president of the company, is a charter member in the Houghton County Association of Electrical Contractor-Dealers, which is using its influence to improve the electrical retail stores in the upper Michigan Peninsula.

The Linker Electric Company of La Crosse, Wis., was recently incorporated with a capitalization of $25,000, to engage in electrical merchandising and contracting. The incorporators are John L. Linker of Minneapolis; Emma A. Linker of La Crosse, vice-president; and Philip R. Linker of La Crosse, secretary-treasurer.

"You laugh," said Perry Boole, sales manager of the Electric Appliance Company of Chicago to Paul Koch of Paul W. Koch, Inc., "and I'll assume an expression of retrospective solemnity. Then they'll know you've just told me one of your jokes."

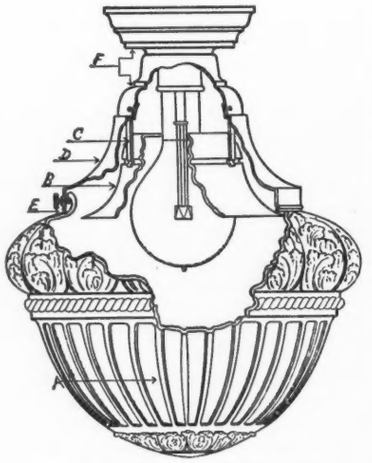
Inclosed Lighting Unit with Concealed Reflector

From *Electrical Merchandising*, Jan , 1920

A lighting unit known as the "Supreme Reflectolyte" has been brought out by the Reflectolyte Company of 910 Pine Street, St. Louis, Mo., which points out that the light-source is entirely concealed, excluding dust and bugs, and that a reflector concealed within its structure directs a maximum of diffused light to the working plane. Also the maker calls attention to the ceiling illumination provided by the new unit, which appears to heighten the walls and gives the effect of greater space.

The new unit can be obtained in sizes to take lamps of 75 to 500 watts and in various styles for use in stores, hotels, office buildings, schools, theaters, hospitals, etc.

The ventilation system of the new fixture is interesting: the cool air enters at *E*, the junction of the urn and the metal holder, rises between the body *D* and the non-reflecting surface of the reflector *B* and finally passes out at *F* The object of this construction is to prevent dust from being deposited on the working surface of the reflector or on the lamp itself.



Safety Interlocked Receptacle and Plug

From *Electrical Merchandising*, Jan., 1920

To afford the greatest degree of safety in controlling machines operating on three-phase circuits of over 240 volts the Central Electric Company, 316 South Wells Street, Chicago, is making a "Ralco" No. 42 safety interlocked receptacle plug, which is used in connection with a 60-amp. safety switch of the desired voltage.

Interlocking prevents the closing of the switch until the plug is pushed into the correct position, nor can the plug be withdrawn until the switch is pulled to the full "off" position. When the plug is withdrawn the switch automatically locks open. The door of the switch cannot be opened until the switch mechanism is in the full "off" position. Should any one, when testing, accidentally leave the switch closed, it is not possible the maker declares, to insert the plug or bring it into contact with any live parts until the switch is opened.

The plug and receptacle have four contacts one contact being grounded. The receptacle ground contact is permanently grounded through the box to the conduit in the usual manner. The plug ground contacts make control to the ground contacts of the receptacle before the live contacts of the receptacle are engaged.

The plug handle is threaded for 1¼ in Sprague hose armor, which is grounded through the plug-ground contacts. These receptacles and the plug are furnished for use on 250 volts direct current and 500 volts alternating current, non-fusible, and for 600 volts alternating current or direct current, either fusible or non-fusible. The rating of the combination is governed by the switch.

Locking Plug of Unit Construction

From *Electrical Merchandising*, Jan., 1920

A quick make-and-break plug of unitary construction is being made by the Yost Electrical Manufacturing Company and distributed by the Peerless Light Company, Halsted, Adams and Green Streets, Chicago. It is called a "lockfast" plug and locks instantly by inserting and making a slight turn to the right. Disconnecting is accomplished by a reversal of this operation. The plug is designed to fit any Edison base socket or outlet.

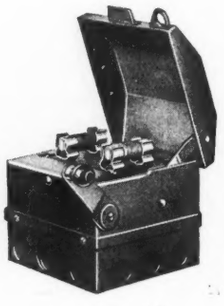
Small Size Safety Motor-Starting Switches

From *Electrical Merchandising*, Jan., 1920

A line of inclosed safety switches distinguished by unusually small size have been announced by the Trumbull-Vanderpool Company of Bantam, Conn. The compactness of the switches allows them to be mounted directly upon motor-driven machines where space is limited. Also this permits them to be placed at a point within easy reach of the operator's hand. As safety features of the new line, the maker points out that the door cannot be opened until the switch is off in which position all fuse clips are dead, that when the door is open the switch can not be closed either by manipulating the handle or the fuse block itself.

The upper section of the switches may be sealed so as to prevent unauthorized removal. The switch may be locked thus preventing its operation and access to the fuse compartment, or the fuse compartment only may be locked. The fuse clips carry the switch contacts on their lower ends. The combined fuse clip and contact is free to move slightly in a lateral direction on the base making the contacts self-adjusting in addition to which self-adjusting fixed contacts are employed. The switch mechanism is quick break type.

The line includes two, three and four pole switches, 30 to 600 amp. inclusive, also motor starting switches having an additional straight through non-interrupting feature 30 and 60 amp., all of the above made in 250 and 500 volt sizes, also for 600 volts direct current service.



Compact, Directly Connected Farm-Lighting Plant

From *Electrical Merchandising*, Jan., 1920

A compact 32-volt farm-lighting plant with a capacity of 650 watts has been developed by the Schroeder Headlight & Generator Company of Evansville, Ind., and will be marketed under the name of the Hercules-Sunbeam. The generating unit of the new plant weighs 205 lb. and is 14 in. wide, 18 in. long and 28 in. high.

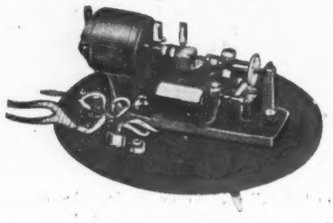
The parts composing the plant are a standard 75-amp.-hr. storage battery and the generating unit, which consists of a one-cylinder, four-cycle gasoline engine operating on the same shaft with the armature of a four-pole, 500-watt direct-current generator, a box containing the electrical control and a gasoline tank.

The line is always kept alive by the storage battery, and when demands exceed 150 watts the plant is automatically placed in operation and supplies the demand on the line as well as recharging the storage battery. When the demand for energy ceases the generating unit automatically stops. A hand-operated switch is mounted on the control box for starting the plant without turning on lights or power devices, so that the unit may be started electrically to use the pulley provided on the generator for power or simply to recharge the storage battery. Constant voltage is maintained by an electromagnetic governor.

Direct-Drive Phonograph Motors

From *Electrical Merchandising*, Jan., 1920

A direct-gear-drive electric motor for talking machines has recently been placed on the market by the Johnson Motor Company of Chicago. The gears are designed to run evenly and silently regardless of current fluctuations. In another type of motor made by this company the power is transmitted by an endless flexible belt. These motors operate on alternating current or direct current and may be connected to any 110-volt lamp socket.

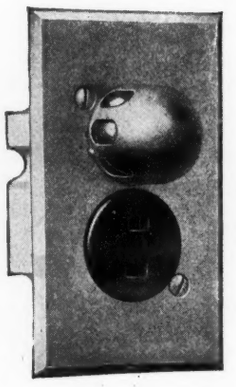


Receptacle and Warning Light for Single Switch Box

From *Electrical Merchandising*, Jan., 1920

A standard flush receptacle and a warning light combined in a single porcelain which can be installed in a single switch box has been added to the products of the Bryant Electric Company of Bridgeport, Conn. The receptacle used in the new combination is a regular "Spartan" receptacle and receives any "Spartan" and other standard parallel bladed caps. The 2 c.p., 125 volt, candelabra base warning lamp is connected in parallel with the receptacle and is protected from mechanical injury by a perforated brass cage. This lamp can be renewed by simply removing the face plate of the device. The connections in the receptacle are such that the lamp automatically lights up when the attachment plug cap is inserted, thus doing away with the necessity of a snap-switch.

The maker points out that the new combination, designated by Catalog No. 121, tends to diminish wasteful consumption of current when used with such domestic appliances as percolators, toasters, chafing dishes, etc. Of course the use of warning lights to indicate when current is flowing is particularly advisable in connection with electric irons and other heating devices, which because of their application to combustible articles, have a certain fire hazard.



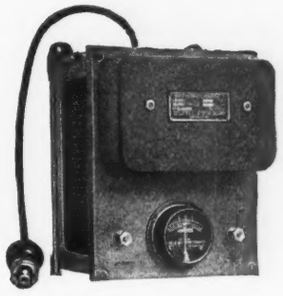
Lamp Socket Battery Charger for Garages

From *Electrical Merchandising*, Jan., 1920

Storage-battery chargers that may be hung on the wall or carried to an automobile and connected to a convenient lamp extension so that the battery need not be disconnected have been placed on the market by the St. Louis Electrical Works, 4060 Forest Park Boulevard, St. Louis, Mo. They are known as type MU and can be furnished to charge one 6-volt battery at a 6-amp. rate or a 12-volt-battery at a 3-amp. rate. They may be obtained for operation on the regular alternating-current lighting circuit of 110 volts or 220 volts, 60 cycles, and also for 50, 40, 30 or 25-cycle current.

The charger is designed to give the battery a tapered charge. Should the current supply be shut off the charger stops, without discharging the battery, and when power comes back the charger automatically resumes its operation.

All parts of the new rectifiers are completely inclosed and built to Underwriters' specifications.



Starting Switch for Small Split-Phase Motors

From *Electrical Merchandising*, Jan., 1920

The fractional-horsepower alternating-current motors which are put out by the Ellington Electric Company, Quincy, Ill., are equipped with a new type of centrifugal starting switch. The contact ring makes a half revolution on the stationary contacts when the motor is started and removes all dirt accumulated. Owing to lever arrangements of weights and springs the contacts open almost instantaneously. No current is carried by any mechanical joints so that they cannot stick because of arcing or burning. On stopping, the ring contact makes only a half revolution, coming to rest long before the rotor, and minimizes wear between the stationery contacts and the ring contacts. The design is said to afford large creeping distance of insulation, thereby preventing grounding by accumulation of dirt or wear.

Exhauster with Isolated Motor

From *Electrical Merchandising*, Jan , 1920

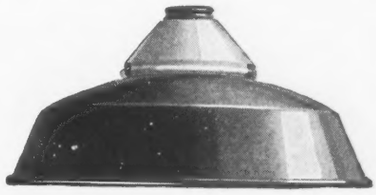
The L. J. Wing Manufacturing Company, 352 West Thirteenth Street, New York City, has recently placed upon the market its "Scruplex" exhauster, in which the electric motor is entirely outside of the current of air or vapor being handled by the fan, where it can conveniently be given attention.

These exhausters are supplied with an air inlet at the top, bottom or either side, or with two inlets, one at one side and the other on the opposite side or one at the top and the other at the bottom, and in either of these forms they blow the air directly upward or downward, making a flexible unit that can be easily installed without unsightly or impracticable duct arrangements. The units are made in all sizes from 10 in. to 48 in. in diameter.

Metal Industrial-lighting Reflectors with Glass Tops

From *Electrical Merchandising*, Jan., 1920

For industrial-lighting service the Ivanhoe-Regent Works of the General Electric Company, Cleveland, Ohio, announce new metal dome and bowl type reflectors with glass tops. They are said to afford all the advantages of porcelain enameled reflectors and in addition to permit a small portion of the light to pass upward to the ceiling thus relieving the sharp contrast between the lighting units and the region immediately above them. This light filtering through the glass tops gives the room a more cheerful appearance and assures better diffused illumination because of the light reflected from the upper part of the room which softens shadows and reduces reflected glare. Also it is pointed out, there is less possibility of eyestrain because the usual sharp contrast between the dark region above the reflectors and the bright area below them is done away with.



The metal part of the new type reflector is one compact piece, the form and the heel being connected by legs welded to each part. The contour of the dome type's metal part is designed to approximate that of R. L. M standard reflectors of the same size. The section of opal glass is fitted in the top of the reflector, and, being small and well protected, is said to be in little danger of being broken.

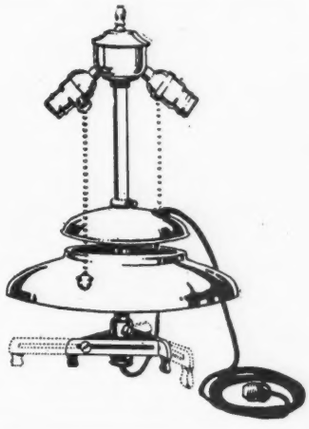
Lighting Fixture for Vases

From *Electrical Merchandising*, Jan., 1920

A vase can be converted into a lamp by means of the Vaze-Lite, a lighting fixture which has just been brought out by the Display Stage Lighting Company, 314 West Forty-fourth Street, New York City.

This device has a canopied triangular body with three adjustable rubber-covered clamps which are designed to grip securely either the outside or inside edge of the vase. The standard of the fixture, at the top of which are two pull-chain sockets, can be raised or lowered to suit the required size of lamp shade. A plug and 9 ft. of silk cord are supplied with the fixture, which is made of solid brass finished in brushed brass or stationary bronze.

As an advantage of the new device it is pointed out not only that the drilling of holes in a vase is unnecessary but that the fixture can be easily and quickly changed from one vase to another, thus lending variety to a room's decoration.



Battery-Charging Voltage Regulator

From *Electrical Merchandising*, Jan., 1920

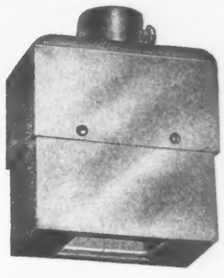
For operation on alternating current the U. S. E. M. Company, 301 West Thirty-seventh Street, New York City, has recently developed its rectifier type ACR automatic battery-charging voltage regulator. This device, which is known as a potentiostat, the maker states, can be used for bell ringing and in other cases where low voltage is required with alternating current operation.

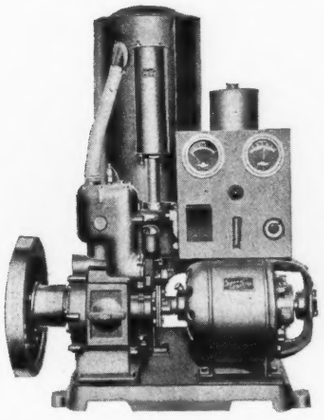
The device has an ammeter and voltmeter, reading both charge and discharge and a trouble lamp for indicating low voltage of the cells. All working parts are inclosed in a dust-proof brass case having a glass front.

Receptacles and Plugs for Suspension Mounting

From *Electrical Merchandising*, Jan., 1920

For use in shops, warehouses and other locations where posts or other similar places for mounting are not available the Central Electric Company, 316 South Wells Street, Chicago, has developed its No. 1 S. T. and 13 S. T. receptacles and plugs, which can be suspended from girders, sills or ceilings at any height from the floor. Three ways of suspension can be used: with ¾-in. conduit, with ½-in. flexible-hose armor through the use of this company's R 36 fitting, or with ¾-in. flexible-hose armor by using its type R 32 fitting.





Direct-Connected Lighting Plant

From *Electrical Merchandising*, Jan., 1920

For use in places isolated from the usual electrical supply sources the Julius Andrae & Sons Company, 358 Broadway, Milwaukee, Wis., is marketing the "Jasco" direct-connected electric lighting plant. One feature of the new plant is that at the same time the engine is running the generator to charge batteries and furnish energy for lights and motors it gives belt power to overhead shafting or direct to power machinery.

The engine is a single-cylinder vertical type operating on gasoline and rated at 3½ hp. and is connected by flexible coupling to a four-pole direct-current shunt-wound 1½-kw., 40-volt generator with laminated pieces and a commutator 4¾ in in diameter. Gould storage battery cells of the sealed-in glass-jar type with 107-amp.-hr. capacity are used.

The switchboard of the new plant carries a field rheostat, a single-pole, double-throw switch on the ignition circuit, a voltmeter and ammeter, and an automatic cut-out, which has a starting button and a manually operated stopping button on its face.

New Retail Electrical Stores

(*Continued from page 49*)

The More-Light Electric Company has opened a store and office at 45 Lexington Avenue, New York City, for appliance selling and electrical contracting. A. Sahagian is the proprietor.

The Beckett Electric Company and the **Brantly Electric Company** are the names of two new electrical concerns which have just opened stores in Dallas, Tex.

Carl Althaus of Louisville, Ky., is an instance of how the demand for appliances has made a successful electrical dealer out of a contracting plumber. When the war broke out, Mr. Althaus was operating from his stable, with a desk in the Louisville Builders' Exchange. A few months later he rented another shop and decided to try out some lines of electrical merchandise, especially washing machines. This venture proved so successful that later he moved to a residential section, at Bardstown Road and Ellwood Avenue, where he has fitted up an attractive store for the sale of plumbing goods, electrical merchandise and automobile supplies.

F. W. Newman & Son, Inc., have moved their electrical store to larger quarters at 76 Hudson Avenue, Albany, N. Y.

E. D. Clanton has just opened a store for the sale of electrical merchandise at 3360 Germantown Avenue, Philadelphia, and has also begun to manufacture lighting fixtures.

The Electric Equipment Company has recently been incorporated at Spokane, Wash., for $25,000. K. G. Harlan, C. O. Hawkinson and Bert Ferris are the incorporators.

The Mars Electric Company, a new organization with a store at Twelfth Avenue near Jackson Street, Seattle, Wash., is doing some house-wiring but will push battery charging and automobile electric work. C. F. Meagher is the proprietor.

The Electrical Home Appliance Company is a new electrical merchandising firm at 17 Prospect Street, Bellingham, Wash. The proprietors are Howard Mills and J. V. Cisana.

Hargrave & Lewis, West Point, Va., recently entered the electric appliance field as dealers.

The Atlantic States Electric & Supply Company, New York City, is a new incorporation, with a capitalization of $10,000, organized to deal in engines, motors, electrical supplies, etc. The incorporators are B. W. Sandback, W. Poklop, and S. Graham, 108 West Ninety-fifth Street.

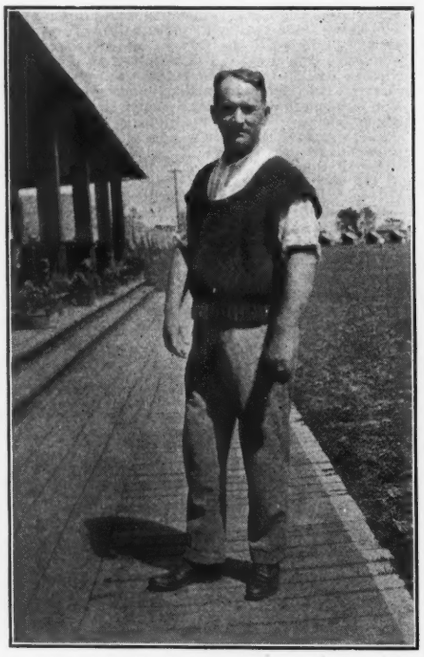
The Fresh Pond Electric Company, 2426 Putnam Avenue, Brooklyn, N. Y., is a new electrical concern engaged in contracting and retailing. Paul F. Brion is manager.

The Abernathy Corporation was recently incorporated at Hampton, Va., to deal in mechanical and electrical supplies. Al Lewis is president and Frank J. Bechmer, secretary.

The Carolina Electric Equipment Appliance Company, Raleigh, N. C., is a new incorporation, and will deal in electrical supplies. The incorporators are F. C. Cooper and M. C. Becker of Richmond, Va., and T. A. Norris of Raleigh.

F. E. Robinson & Company, Charlotte, N. C., has been chartered for general electrical supply business. Incorporators are F. E. Robinson, S. W. Dandridge, and George H. Cronenburg.

Victor Werner, 891 Fresh Pond Road, Brooklyn, N. Y., has opened a new store at that address to deal in electrical appliances, motors and auto accessories. Mr. Werner was formerly connected with the National Board of Fire Underwriters and at one time with the Suburban Board.



For having one's photograph taken on the clubhouse steps. there's nothing like a worsted decollete seamless sweater, worn over a dainty shirting of percale which tucks into neat pantings of cheviot, which keep the dust off the tops of tan brogans with shock-absorbing heels. The model is Percy Worth, manager of the Cincinnati, Ohio, office of the General Electric Company.

Chapman & Bannister, electrical contractors of Hope Valley, R. I., have opened a branch store in Wakefield, R. I., where they will carry a line of electrical equipment besides doing wiring.

The Electric Shop, Dayton, Wash., is an up-to-date store on the main street of Dayton. The proprietor, D. L. Lewis, carries a complete stock of electric supplies and appliances, including washing machines, vacuum cleaners, sewing machines, etc., besides auto lamps and automobile accessories.

The Columbia Electric Supply Company is a new store with a good location in Kennewick, Wash., engaged in electrical contracting and wiring and the merchandising of small appliances.

The Electric Appliance Company has a new and finely appointed electrical store at 1212 Third Avenue, Seattle, Wash., and is doing a large business in washing machines, vacuum cleaners and other household appliances. S. D. Howell and W. A. Marsden are the proprietors.

The Seattle Electrical Supply Company is a new, up-to-date electric appliance store at 509 Pine Street, Seattle, Wash. M. V. Underwood, E. A. Morton, H. B. Sawyer, are the proprietors and salesmen.

The Pioneer Electric Company recently opened a store on Fifth Avenue near Pike Street, Seattle, Wash., to engage in general merchandising. E. F. Wittler is the proprietor.

The Shasta Electrical Works of Redding, Cal., recently remodeled its electrical store.

The Good Housekeeping Electric Shoppe of 823 Nicollet Avenue, Minneapolis, Minn., was opened recently by Morton W. Hodgman, formerly with the Stroud-Michael Company of Cleveland, in partnership with D. M. Hodgman. There is no C. R. Beyers with the firm, as erroneously reported in ELECTRICAL MERCHANDISING last month. The partners are exclusive distributers for the Apex cleaners and the Laun-dry-ette washers in this territory.

The Electric & Auto Supply House of Oroville, Cal., recently moved to a new place of business in Oroville, and reports greatly increased sales.

The Murphy Warren Electric Company, 14 Dwight Street, Springfield, Mass., has opened its place of business with a complete stock of lighting fixtures and appliances. The company will specialize in fixture contracts, portable lamps and all home appliances. The partners are David Murphy and Henry Warren, formerly of the Charles Hall Company, Springfield.

The Hayes Electric Company, 85 Broadway, Detroit, Mich., has opened another retail store at 708 Genesee Avenue, Saginaw, Mich. Both stores are exclusively retail appliance stores, no wiring being done or fixtures sold. The Detroit store has been in existence since 1911. Charles E. Hayes is the proprietor.

The Skrantz Electric Company, Marion, Ind., is a new firm engaged in wiring and the merchandising of appliances and fixtures. J. Skrantz is president of the company.

The Light Shop was recently opened in Weyauwega, Wis., by M. G. Smith and Charles Ziehl.

Five New Oklahoma Stores

Among the new dealers who have recently opened electric shops in Oklahoma are the following:

Huss & Hughes, Hugo.

Unique Electric Company, Ada.

McAlester Electrical Repair Company, McAlester.

Acme Electric Company, 305 South Cheyenne Street, Tulsa.